

Bound

311431

Periodical

Kansas City Public Library



This Volume is for
REFERENCE USE ONLY

PUBLIC LIBRARY
KANSAS CITY
MO

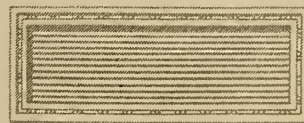
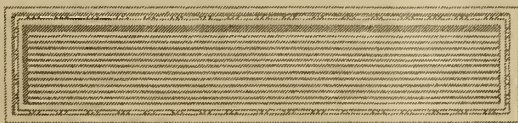
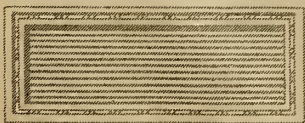
FEB 28 2007

THE
WIND
AND
THE
WAVE

0.47-1 July-Dec. 1920

Merchants Record and Show Window

July, 1920



Columbus

may have been a great discoverer in 1492, but he would not be one, two, three with

A 1920
DISPLAYMAN

The Displayman Is the Great

DIS-COVERER OF BUSINESS

What the fire is to the Engine
What the "juice" is to the Motor

So is the Displayman to modern business. He is the force that makes things move. Might as well board up the windows if Display is to be neglected. Curiosity and temptation—human frailties as old as Adam (and Eve) are still the strongest forces that lead to action! The Displayman knows this and plies his art accordingly. Clever display arouses the desire to possess.

Remove Display from business and it would be like switching off the lights and putting business back a thousand years.

We Believe

THAT this Convention of Displaymen will be the most important and successful ever held—in RESULTS!

THAT it is a good thing for the men who are really doing things in any business to get together.

THAT the Displaymen of this country are the men who are really doing things in business.

THAT it is a good thing to be able to shake hands, and exchange smiles and viewpoints, with kindred workers.

THAT there is much to be seen and to learn at this convention.

THAT at Booth No. 31, the Displayman will find some things of more than usual interest and value.

We Believe in the Barlow-Kimnet Co., and in our Customers—one interest, mutual and indivisible.

Bound
Periodical

Don't Forget—Booth No. 31—I. A. D. M. Convention

Something of worth-while interest in Display for YOU

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**

New Uptown
Exhibition Rooms
Imperial Hotel Bldg.
1244 B'd'w'y at 32d St.

Makers of Famous Mannequin Products
The Display Forms

Factories
Holyoke, Mass.
New York City, N. Y.

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
5001 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
5707 West Lake Street
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries . . . \$4.00 a Year

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 5707 West Lake Street, Chicago. Payments made to other than authorized collectors will not be recognized.

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less. (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLVII

NUMBER 1

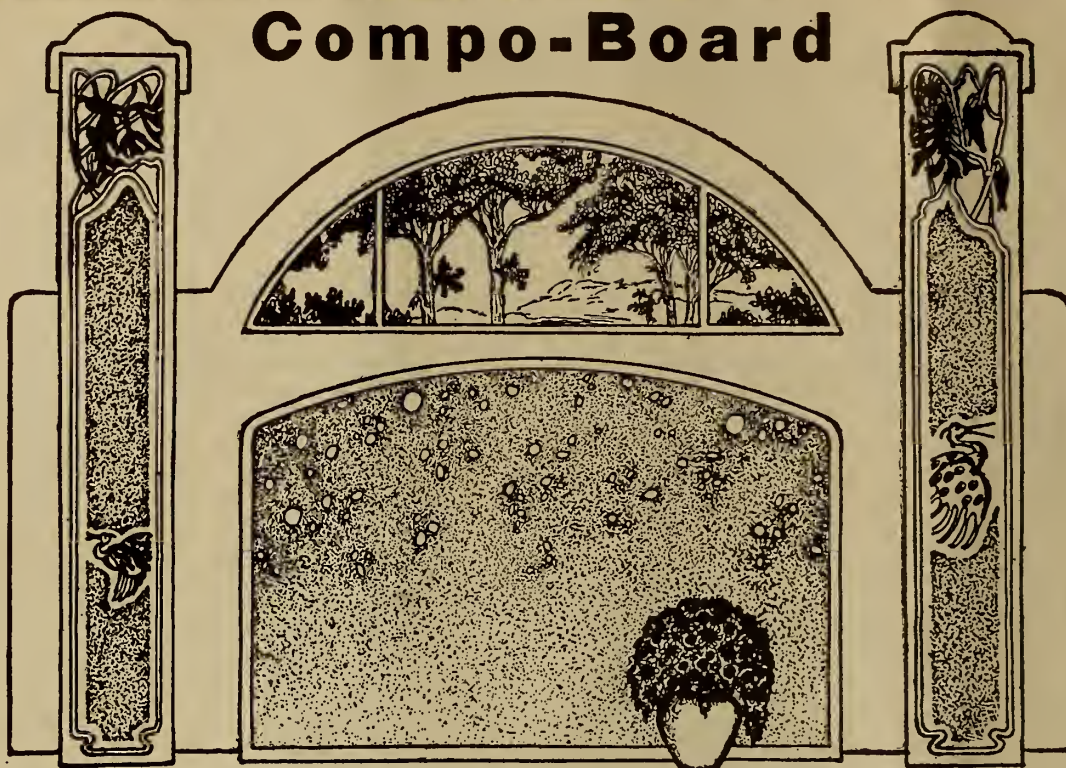
Contents for July, 1920

	Page
The Greatest Sales Factor	19
Successful Jubilee Celebrations	20
Ornament and Decoration	24
By Henry Sherrod	
A Few Valuable Hints on Color Value	26
By O. E. Wheete	
Foresight the Vanguard of Success	28
By J. H. Richter	
Displaying Nationally Advertised Products	30
By Alfred Pazoska	
The Ability to Create	32
By J. L. Cameron	
Display Systems and Records	34
Notion and Novelty Windows	36
Notes from New York	39
By F. F. Purdy	
Present Market Situation	44
Our Monthly Contest	45
Our Service Department	45
How To Make Show Cards	46
By G. Wallace Hess	
I. A. D. M. Department	48
I. A. D. M. Convention Competitive Program	49
Who's Who in the Profession	54
For Our Advertisers	56
Personals	60
Index to Advertisers	71

COMPO-BOARD

Compo-Board

COMPO-BOARD



Herewith is shown just one of thousands of ways Compo-Board may be used for window backgrounds, cut outs, window dividers, partitions, etc. Compo-Board is the old original and genuine wood board.

Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA



Make Buyers Out of Passersby

Make your windows business builders.
Specialize in your displays of the latest styles.
Concentrate the attention of shoppers on particular groups.
Hugh Lyons fixtures will help to make your windows more profitable—make buyers out of passersby.
Hugh Lyons fixtures are completely described in our catalogs which will be sent you upon request.



HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"

LANSING - MICHIGAN

NEW YORK SALESROOM
35 W. 32nd STREET

CHICAGO SALESROOM
234 S. FRANKLIN ST.



.....

This Is an
 Invitation
 to all
 Displaymen
 in attendance
 at the
 I. A. D. M.
 Convention
 to see
 the Wonderful
 Display of
 French Wax

.....

FRENCH WAX FIGURES

Famous for their great beauty and life-like character. Not only are the faces the most attractive and natural, but the bodies have a certain chic posing that make all garments displayed on them acquire a very distinct style value. We are the largest and oldest exclusive manufacturer of wax figures in America—this assures you a finished and perfect product that can only be the result of many years of experience.

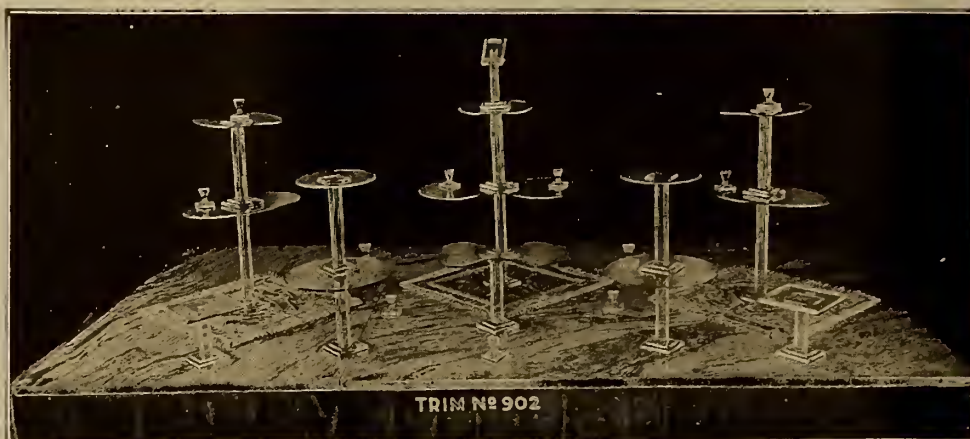
We can guarantee to give you service and delivery.

WRITE FOR OUR ART PORTFOLIO ILLUSTRATING OUR COMPLETE LINE

FRENCH WAX FIGURE CO.

14th Floor, Medinah Bldg., Chicago

Factory, 70 W. Water St., Milwaukee, Wis.



Better Displays Will Sell More Goods Melco De Lux Glass Fixtures make Better Displays

It will pay you to use these new attractive Melco De Lux Glass Fixtures in your windows. They will increase the appearance of your goods 100%.

We have a wide variety of different complete sets to fit any windows. Melco De Lux Glass Fixtures come in a wide variety of designs with square, round or fluted standards.

MELCO GLASS MAKES QUALITY FIXTURES

Glass fixtures, like diamonds are graded. Some are clear and pure, some are clouded and poorly moulded. The difference between the clear and the clouded is that one make is protected from the fire and fumes, while the other is not. Hence the difference in color. You will find no mould mark or seams on Melco De Lux, neither will you find any discolored or clouded glass. Melco De Lux is made by the new process. Do not accept the inferior kind. Get the best for less money.



VALANCES and WINDOW RUGS

There is probably nothing that will improve the appearance of your store front so much as valances. We can offer you a very complete assortment of artistic designs in every material and coloring. Rugs to match for use on the window floor are very practical.

Our prices are considerably lower than the present market.

We carry a very complete line of everything needed by the display man. Our Period Wood Fixtures are the very latest in design. Our metal fixtures offer you durable fixtures at low cost. We have many practical novelties that are illustrated in our circulars and on display in our large display rooms. Taking up the entire 14th floor of the Medinah Building.

Send for Our Literature Showing Complete Line

MELIUS and COWLEY 14th Floor Medinah Bldg. **Chicago**

DISTRIBUTORS FOR FRENCH WAX FIGURE CO.

See Our Big Exhibit at the Convention at the I. A. D. M. in July at Detroit

THE DECORATORS SUPPLY COMPANY



B

Y the Window Display you indicate to the passer that the merchandise, service and environment are of high standard.

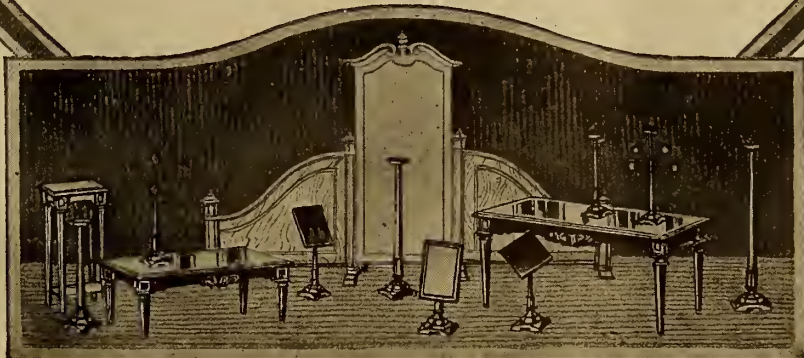
You can have the *Best Patronized Store* in the community if you equip with our *Distinctive Fixtures*.

It will be worth your while to inspect our line which will be exhibited at the Detroit Convention of the I. A. D. M. before selecting fixtures for your fall displays. Better still, if you are passing through Chicago, visit our plant where we can show you our complete line of window furniture and backgrounds. Send for Catalog "W."

THE DECORATORS SUPPLY CO.

ARCHER AVENUE AND LEO STREET
CHICAGO, U. S. A.

*The fixtures
shown are
on Correct
Gothic
Lines*





A TYPICAL BODINE-SPANJER WINDOW SETTING

Rare Elegance and Distinctive Charm

are characteristics of all our window settings. In each one of them you will find a happy combination of form and color that adds to the attractiveness of any merchandise shown in the window.

If you will allow us to install the settings for your fall displays you can have the satisfaction of knowing that your windows will be handled with the same artistic skill that is employed in the best stores along State Street or Fifth Avenue. You may be certain that the fullest selling force of your displays will be developed.

And you will find that the cost of our backgrounds is most satisfactorily small compared to the added selling efficiency of your displays.

We will have a representative exhibition at the I. A. D. M. Convention in Detroit, but we would prefer to show you our entire line at our Chicago studio.

If you are going to Detroit it will certainly pay you to stop off for a day in Chicago to visit our studio. We can show you a number of complete window settings and a great variety of decorative details that will prove wonderfully effective in your autumn windows.

If You Can't Visit Us, Be Sure to Send for Our Catalog

DO NOT FAIL TO VISIT
OUR SHOW ROOMS AND
STUDIO WHEN IN
CHICAGO

To get to our studios, take
Larrabee St. car, on Dear-
born St. (downtown); go
north, get off at Division
St., and walk 1 block west
to Chatham Court.

THE BODINE-SPANJER COMPANY

*Designers and Manufacturers of Decorative Backgrounds
for Show Windows*

1160 CHATHAM COURT

Phone Diversey 2585

CHICAGO



Bathing Scene executed by Mr. R. S. Patterson for Weiss & Goldring, Alexandria, La.

Ezy-Bilt Will Attract the Public to Your Displays

The following newspaper clipping shows interest shown by the public in this EZY-BILT constructed window.

Consider these features of

-Ezy-Bilt-

- will not bend, buckle, warp or sag.
- requires no expensive carpentering for supports.
- the most economical and handiest window board known.
- can be used on both sides and is easily cut with a knife.
- can be finished in many striking effects at small cost.

—Citizens were wondering what the attraction could be at the Weiss & Goldring display window for the gentlemen. Closer inspection showed a "living" reproduction of a bathing beach with lovely damsels sporting themselves on the sands. This is the work of Mr. Patterson, the window decorator.

You too can construct novel windows with Ezy-Bilt.

It costs less than other boards and requires no expensive carpentering for supports.

Send for a sample and folder showing a number of excellent suggestions.

The Hunt-Crawford Company, Coshocton, Ohio

Visit the Convention

*See Schack's Wonderful Fall Exhibit
Booth No. 32 and Booth No. 34*

Schack's 1920 Fall Flower Book in colors

The color insert opposite this "ad" gives you an idea of the splendid line of new Fall Decorations we are offering this season.

These decorations are the most beautiful, most gorgeous, most original ever shown, and still—Schack's decorations cost only one-third to one-half as much as other decorations! Our catalog will convince you.

***You should write for this Fall Catalog at once
because:***

- first:** Schack's New Fall Flower Book is the largest catalog—published by the largest manufacturers in their line.
- second:** It is the only catalog that enables you to select harmonious and definite color combinations—Schack's original Color Key Plate is the new feature!
- third:** It contains over six hundred suggestions for the displayman, hundreds of illustrations in colors, the most complete line of baskets and vases.
- fourth:** It shows you how to build your own backgrounds, how to decorate a float and how to save money.
- fifth:** It will prove to you that Schack's decorations, made exclusively of high grade paper, are superior in color effect and decorative quality.
- sixth:** Schack's 1920 Fall Catalog is brim full of new ideas, and—**IT IS FREE FOR THE ASKING!**

*Register at Booths No. 32 and No. 34
for Schacks many free publications*

*—be sure to
secure
your copy;
write today!*

THE SCHACK ARTIFICIAL FLOWER CO.
1739-1741 N. Milwaukee Ave. Chicago, Illinois



© SCHACK ARTIFICIAL FLOWER CO.

Sample Page of SCHACK'S 1920 FALL CATALOGUE

Over 600 Suggestions for the Displayman - Beautiful - Effective - Inexpensive



Sample Page of SCHACK'S 1920 FALL CATALOGUE

Over 600 Suggestions for the Displayman - Beautiful - Effective - Inexpensive

We're all swelled up about it—

A New Addition to the Family—
of "Superior" Fixtures, and just like any parent we are all
swelled up with pride.

We are certain every I. A. of D. M. visitor will want
to adopt this "Superior Baby."

Look for Us at the Convention

We'll be there as usual, and have the new addition with us.
Look us up, it will be well worth your while to give us a few
minutes of your time.

It is going to prove interesting to you as well as every other
visitor.

We are not going to exhibit a large variety of FIXTURES,
our new catalogue showing our full line will be obtainable to
take with you so that you can look it over at your con-
venience. DON'T FAIL TO GET ONE.

A Name for Our "Superior Baby" A "Superior Baby" for a Name

We want you to name our "Superior Baby." Get a de-
scriptive circular at the convention then suggest a name.
If you are not going to be at the convention, write for full
details—DO IT TODAY—NOW—

Winner of the "Superior Baby" will be announced in the
August number Merchants Record & Show Window.

Superior Brass & Fixture Co.

**Manufacturers & Designers
Complete Store Equipment**

316-318 W. Jackson Blvd. - - Chicago, Ill.

P. S. Write for our new Artificial Flower Catalogue—Today!

CONTEST CLOSES JULY 15TH

*Your chance to win
is as good as ever*



First Prize

The five best cards drawn with
Esterbrook Drawing and Letter-
ing Pens will win a cash prize
of \$25.



Second Prize

The five next-best cards drawn
with Esterbrooks will win a cash
prize of \$10.



Special Prize

And the best card drawn at the
Esterbrook Booth will win the
special award of \$25 cash.

One box of dozen
drawing and let-
tering Pens sent
postpaid on re-
ceipt of \$1.00.

This Esterbrook Contest is again held in conjunction with the convention of the International Association of Display Men, held this year at Detroit from July 12th to 15th. Pens, Ink and Cards will be furnished free at the Convention to all contestants. Don't delay any longer.

Write at once for complete details. Start your cards today. The only contest rule is that you use Esterbrook Drawing and Lettering Pens.

The Esterbrook Pen Mfg. Co.

90-100 Delaware Ave., Camden, N. J.

Esterbrook Pens



INSPECT ALL THE EXHIBITS AT THE CONVENTION

This will be your big chance to make comparisons of quality of Material, range of colorings and Beauty of Designs.

After making the above comparison, you will also discover that our prices are much lower than our competitors.

This means you cannot afford not to give your convention order to Baumann's.

Convince yourself once for all where you can buy the best and cheapest.

Over 500 New Designs and Colorings for Fall 1920

THESE ARE NOW BEING SHOWN BY OUR SALES-
MEN ON THE ROAD AND IN OUR DISPLAY ROOMS.

Inspect our samples before planning your autumn displays. The designs are new and the colorings beautiful. They show the best ideas of the foremost displaymen and artists of America. You will find the Baumann line remarkably complete this season.

We can make up for you any special design that you may have in mind. Just send us a sketch and the colors required. We will do the rest.

Send for Our Catalog



L. BAUMANN & CO.—*Flowers*

Leading Importers and Manufacturers

357-359 W. Chicago Ave., Chicago



Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

*Panama-Pacific Exposition, San Francisco, 1915, Hors Concours
In order to obtain perfect wax figures, see that my signature is
stamped in the wax.*

Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

Read This Letter

Here is a letter from one of the largest chain stores in America.
Read what they say about our fixtures.



Ladies' Suits,
Skirts, Waists,
Dresses, Coats,
Furs, Milli-
nery, Shoes,
etc.

W. T. FARLEY
MEN'S AND WOMEN'S WEARING APPA-
REL
BRANCHES IN ALL PRINCIPAL CITIES
2017 MARKET STREET

Men's, Boy's
and Children's
Clothing,
Shoes, Hats,
Overcoats, etc.

Galveston, Texas, April 20, 1920.

David Sobels and Sons,
New York.

*Gentlemen: We are in receipt of Dress and Waist Forms; wish
to state we find them to be up to standard in every respect; am
satisfied will be the means of displaying our merchandise to a bet-
ter advantage than heretofore, as we think them a credit to any
window or interior display. Thanking you for your valuable in-
terest in shipping same for our approval, we are,*

*Yours very truly,
W. T. FARLEY,
Per Chas. Cross, Manager.*

Best Style Costume
Form, full enamel,
Mounted on No.
2-12 in. wood white
enamel base or No. 1
base (opposite). Price,
\$15.00, until our output
is taken as J. C. Penney
Co. and Adelbert Feder
Stores are ordering for
400 stores.

Live Agents for this line
wanted. Write to Mr. J.
Sobel today.

We will also ship you our forms on approval. If you like them,
keep them. If not return them to us and we will pay express
charges both ways.

We dare to publish the names of our customers openly as we
are convinced there is not another fixture house in the country
that can equal our quality and prices. Try us and be convinced.
Immediate delivery from stock.

DAVID SOBEL'S SONS

Successors to Co-Operative Display Fixture Co.

143 Grand Street

NEW YORK



Latest style, full enamel (not
half-way enamel), waist form.
Mounted on No. 1 base, round
wood, white enamel, or on base
No. 2 shown opposite. Price,
\$10.50. Place your order at once
as this style form is ordered by
the New York Waist House in
thousand lots and our big stock
is being sold rapidly.

Agents—Correspond with Mr. J.
Sobel personally before your ter-
ritory is taken.

If You Are a Display Man

HOW would the Prize of a Twenty Jewel Gold Watch, or a chest of Silver suit you?

STARTEX, the crash toweling with linen inter-woven both ways, can be used in window displays in a way that will not only create sales, but will also reflect credit on the designer.



2nd Prize, \$105.00, 45-Piece Silver Chest



1st Prize, \$125.00, 20 Jewel, Thin Model Watch



3rd Prize, \$62.00, 36-Piece Silver Chest

TEN additional prizes, each a \$10.00 Gold Piece

All of these prizes will be shown by the Stark Mills at their booth at the Displaymen's Convention in Detroit, on July 12th, 13th, 14th and 15th.

ENTER THE CONTEST NOW

This contest is open to stores carrying STARTEX at the time the competition was originally announced. STARTEX is very likely handled by your linen and toweling or domestic departments, as over 4,000,000 yards have been distributed during the past year.

Conditions of the Contest

Awards will be made from photographs sent by the contestants. Each picture must be of a window placed between July 1st, 1920, and March 1st, 1921. All photographs must reach us by March 15th, 1921, and all signs or marks of identification on the photographs must be removed or covered. Each photograph is to be signed with a fictitious name. The real name of the contestant is to be placed in a plain envelope, sealed, and the fictitious name written on the outside. A description of the display must be printed or pasted on the back of each photograph submitted. Points to be considered are orderliness, effectiveness, selling power and originality.

Put your genius to work in the STARTEX contest. The reward is well worthy of effort.

STARK MILLS, MANCHESTER, N. H.

INTERNATIONAL COTTON MILLS

J. Spencer Turner Co., Selling Agent, 56 Worth Street, New York

ORIGINALITY is the Keynote of our decorative designs. You will find our flowers to be pleasingly different from those you are accustomed to see in store windows. They are different not only in design and color but also in character. And the reason is—we do not copy; we create.

Every product of our workroom must be perfect to the smallest detail before it can pass our critical inspection. By no chance can our decorations fall short of our high standard either in form, color or material.

This critical inspection is your insurance that every flower or spray you may get from us is one-hundred per cent right.

Our exhibit at the I. A. D. M Convention in Detroit will give you an accurate idea of the wonderful perfection of this line. If you attend this meeting you will have an opportunity to compare ours with other decorations. A line from you will bring our salesman if you cannot attend the convention.

The Natural Plant Preservers Co.

233 Fifth Avenue

-:-

-:-

New York

North West Corner of Fifth Avenue and 27th Street

BEAVER BOARD

You can't expect
Beaver Board re-
sults unless this
trademark is on
the back of the
board you buy.

FOR BETTER WALLS AND CEILINGS

Genuine-ness

Like other good grades of building material, Beaver Board is trade-marked so that you can always be sure that you get the kind of window backgrounds and displays you want and the result you expect.

Like other lumber, Beaver Board lends itself to various grades of practical and decorative work. It is as successful for walls, ceilings and partitions as it is for window decorations. In each case it provides a surface that never cracks and that lasts as long as the building.

THE BEAVER BOARD COMPANIES

Administration Offices, Buffalo, N. Y.; Thorold, Ont., Canada;
London, Eng.

Offices in principal cities of the United States and abroad
Distributors and Dealers Everywhere



ARNOLD J. ABRAMS, President
HARRY A. GREEN, Treasurer
ARTHUR J. CAPLETT, Secretary

TELEPHONE LINCOLN 4202

MODERN ARTIFICIAL FLOWER CO.

MANUFACTURERS AND IMPORTERS

ARTIFICIAL FLOWERS, DECORATIVES AND WICKERWARE

840 NORTH AVENUE

CHICAGO, ILL., July 1st, 1920

Mr. Display Man:-

We are a new firm so it is possible you may not know us. If you don't we are both missing something.

While we are new in the business we have had a lot of experience in this field. We believe we know what you want and are going to give it to you.

You will find our designs new and remarkably attractive. Our quality is everything you want it to be and you will find our prices lower than you might expect. Our service is as nearly perfect as careful personal supervision can make it.

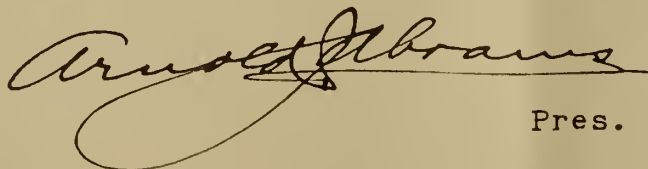
We hope to get your business through deserving it.

If you will place your order for fall decorations with us we believe we can convince you that our values and our service entitle us to a continuance of your patronage.

Our line will be shown at the I. A. D. M. Convention in Detroit but, if you are unable to attend the meeting we will be glad to call upon you. When you get our catalog remember who is behind it.

May we have an opportunity to make good our claims?

THE MODERN ARTIFICIAL FLOWER CO.


Pres.

P. S. We have just issued a new catalog showing our Fall Line. May we send it to you? Thanks.



SERIES B1151

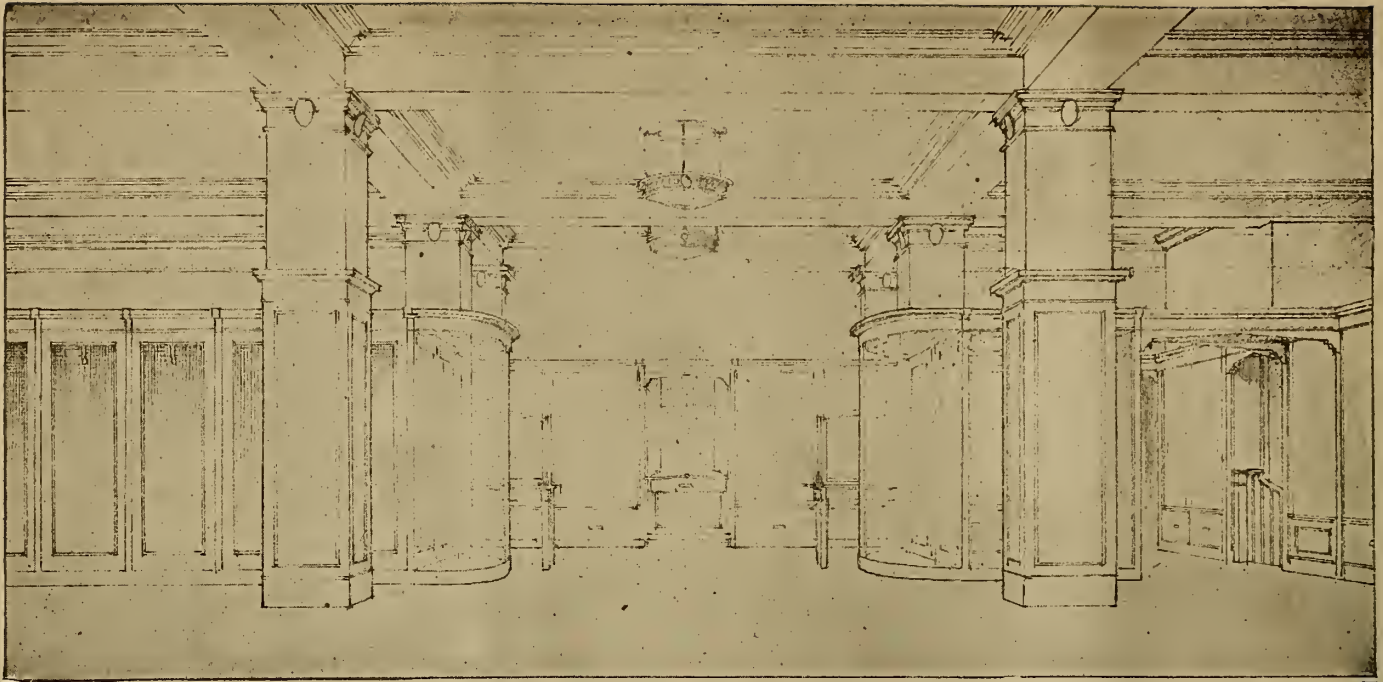
Modern Art Treatment for Autumn Exhibit Is Assurance of Popular Success in Your Display

The keen character of our productions and the superior co-operation we extend to make the showing an important event is surely a valuable asset to the display manager seeking capable assistance and quality decorations where economy must be a factor.

For assured fall delivery correspond with us now

An immediate shipment can be made on the above illustrated beautiful background setting, the size is 7½ feet high, 10 feet long; constructed of wallboard, lumber and fabric in relief. The painting is done in newest coloring in oils. Specially priced at \$50.00.

THE MODERN ART STUDIOS
431 NORTH CLARK STREET CHICAGO



Entrance to Millinery Department in New Fur Store of John T. Shayne Co., Michigan Ave., Chicago, Ill.

Intensive Merchandising

GOODS do not sell themselves—any more than crops multiply without cultivation. Intensive merchandising—like intensive farming—brings much greater returns on the same capital.

The Welch-Wilmarth Method in Merchandising is as essential to intensive merchandising as is fertilization to intensive soil cultivation. It is based on the theory that every available square foot in the store should be devoted to the selling of goods—rather than the storing of surplus stocks.

Its big value is the suggestive, almost irresistible, force it exerts in showing your goods so attractively that attention leaps up to desire, while the customer is in the store—in your store. It's the psychology—the vital part—of selling.

What do you estimate is the biggest asset of your store—right now? Your service? Your stock? Your advertising? Your location Your store front? They all contribute to your success.

Take your advertising: It helps—but are you getting all out of it that you could? In the broad sense of the word, advertising means trying to attract the attention of the customer. Our window display is advertising—and you appreciate its value.

Yet—many a merchant today is paying good money for excellent advertising space for which he secures no advantage whatever. The money is his store rental. The advertising space is his store interior. And Welch-Wilmarth Service utilizes it to the ultimate end.

The Welch-Wilmarth Companies

Grand Rapids, Mich., U. S. A.

BRANCH OFFICES:

Chicago
Pittsburgh

Boston
St. Louis

New York
Minneapolis

Philadelphia
Salt Lake City

MERCHANTS RECORD and SHOW WINDOW

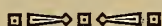
VOLUME XLVII
NUMBER I

JULY, 1920

Single Copies
Thirty-five Cents

The Greatest Selling Factor

*In the general progress of retail merchandising methods "the evolution of the show window" is of greatest importance—Displays indicate character of store—
Producers of these great selling factors to meet in convention at Detroit—
It is the duty of every progressive merchant to send his display*



WITH the development of American merchandising practices came methods of systematic store service affecting every department of the retail store, but none of the devices, methods of store or department organization has, in the evolution of merchandising, been so pronounced in the development of sales as the show windows. As a mere place in which merchandise was wont to be placed in rather indefinite conglomerations the show window of today has become a veritable stage on and in which rare creations of artistry and beauty are daily presented. And it is in this window that the public look for suggestions and it is through the artistic and compelling displays that sales are made.

The real importance of the show window as a selling factor is best judged from the rentals charged against it by merchants throughout the country; the actual force as a selling agent is most eloquently attested through the percentage of total store sales attributed to it. Frequently do merchants estimate window sales, or sales influenced by displays in show windows, at better than 60%, and many merchants have no hesitancy in crediting 75 and 80 per cent of total business to the influence of good displays.

This great selling factor functions with such great success because of the energetic, creative brain behind it and that determining force is the display manager, perhaps, the most important member of the store organization insofar as sales are concerned.

It is imagination of this man, plus his ingenuity, and developed selling sense, combined with his knowledge of art, that presents these compelling displays that have come to be the introduction to the store itself, and today, one cannot deny that

the success of a store may be accurately measured by the character of its show windows.

The purpose of this brief article is not to outline the functioning of the successful window display or to in detail present the respective steps through which the display man and his display in the window proceed. It is primarily written with the purpose of arousing the merchants interest in an organization of tremendous importance and value to every retail store in this and other countries. The International Association of Display Men is the Association to which we refer, and this great body of display artists is vitally concerned with every store problem.

The organization, which, in a brief span of years, has accomplished great results will meet in convention at The Arcadia, Detroit, July 12, 13, 14 and 15, at which time a most pretentious educational program will be presented. Plans will be made for a continuance of the great work already accomplished, and artists of international fame will demonstrate and outline through lectures how the show window and merchandise displays can be of even greater force in creating sales. The failure to send the display manager to the I. A. D. M. convention stamps that merchant who refuses as unprogressive and uninformed as to the advantages to be gained through progressive modern window display. In refusing to assist in the development of the display man and his business as might be effected through better displays he is selfishly withholding educational advantages from one who has a right to them, and neglecting his patriotic duty in failing to do his share toward the development of business methods as affecting national progress in general and the development of the community of which he forms a part.

Successful Jubilee Celebrations

Special store events becoming more popular—Sales inducements and elaborate decorative schemes prominent factors on such occasions—Recent Jubilee celebrations present pretentious programs and many unique features.

JUBILEES and other store events of special significance have been frequent and elaborate during the past several months and the tendency to observe them is also marked with the general decision to stage these features in a big way. Among the special store features of great importance during the past year was the golden jubilee of the L. H. Field Company, Jackson, Michigan.

Beauty and distinction unequaled in previous events marked the L. H. Field event, and throughout the great store lavish display brought forth most enthusiastic praise and commendation. Standing out prominently midst all the beauty of the entire store were the show windows designed and decorated by Victor Carson, display manager for the L. H. Field Company.

In the window just east of the main entrance a home scene of fifty years ago was represented. Everything was in keeping, the old figured carpet, the wall decorations and hangings and the old-fashioned pictures and silhouettes.

At one side of the room was an old-fashioned settee, the back of which was protected by a crocheted tidy. An old flax wheel stood in one corner while another corner was adorned with an old hassock with a handmade top done in cross stitching. A red beaded shoe, once considered an artistic decoration, hung on the wall and on the table was an ancient red spread, a glass lamp and a book. A little child's chair is also placed in the room.

The picture was completed by two figures, that of an old man and an old woman, which were so lifelike that one could almost see them move and breathe. To the most minute detail the figures, which are of national renown, were perfect.

The woman held a Jackson Daily Citizen of fifty years ago and the man read an old almanac. He held a pipe in his hands and, man fashion, has spilled the ashes on the table. Within easy reach was a box of old sulphur matches which had been preserved in their original state for more than fifty years. The man's feet were clad in carpet slippers



JUBILEE DISPLAY BY VICTOR CARSON FOR L. H. FIELD COMPANY, JACKSON, MICH.



INTERIOR JUBILEE DECORATIONS BY VICTOR CARSON FOR L. H. FIELD COMPANY, JACKSON, MICH.

and the costumes of both were evidence of the fact that the old couple were resting after the day's work.

In the west window was the second old-fashioned display. Two women were in the room dressed in hoop skirts and wearing quaint bonnets and hats. One figure was dressed in black satin and watered silk and her headdress was poke bonnet. The other gown was of linen, elaborately embroidered and fashioned with fringe. Milady's toilet was completed with an old-fashioned straw hat and some very old pieces of jewelry.

This room was representative of an old parlor with the mantel adorned with a china dog, an odd blue dish and two tintypes. The charred remains

of a fire were seen in the fireplace from which brass andirons protruded. On either side of the fireplace were tall candlesticks and on one the snuffers were hanging. On one side of the hearth stood the copper tea kettle and the toasting fork rested against the wall. Across one quaint old chair an exquisite black lace cape was thrown and at the foot of the marble-topped walnut table stood a photographicon or album, something which only the most wealthy could afford. At one side of the table was a sewing bird, at one time used to hold the housewife's sewing in place.

Contrasting with the pictures of times of fifty years ago, were beautiful artistic displays of merchandise and wearing apparel of the present time.



JUBILEE DISPLAY BY VICTOR CARSON FOR L. H. FIELD COMPANY, JACKSON, MICH.



JUBILEE DISPLAY BY EUGENE COWGILL FOR BALTIMORE CLOTHING HOUSE, INC., LA FAYETTE, IND.

The floors and show windows were inlaid with mahogany and maple and the floor coverings were formed by rich golden rugs. In each section was a hand painted tapestry picturing girls and styles of olden time. Below the tapestry were trousseau chests at either end of which stood a tall handsomely designed screen. The trousseau chests and screens were hand painted and beautiful examples of modern art, each one done in a different design. Silk hangings in gold with deep velour bands com-

pleting the attractive decoration of the front windows while exquisite hand painted bird screen done in gold and blending shades formed the background for another set of windows. Rare creations in millinery, gowns and furs were shown on wax figures and equalled in beauty and artistic handling display creations ever previously presented.

Throughout the entire store the decorative motif was carried out in gold with large festoons, and wreaths of golden leaves formed an effective interior



INTERIOR OF BALTIMORE CLOTHING HOUSE, INC., LA FAYETTE, IND. DISPLAY BY EUGENE COWGILL



ANOTHER INTERIOR VIEW OF THE BALTIMORE CLOTHING HOUSE, INC., LA FAYETTE, IND. DISPLAY BY EUGENE COWGILL

decoration for the main floor. These wreaths were centered with golden plaques on which was in raised letters, the words "Our Fiftieth Year." Chrysanthemums arranged in tall wicker baskets, the gift of the store executives and business associates of the city, adorned the entrance and show cases in the front section of the store, while smaller bouquets of yellow blossoms graced the ledges and office desks.

On the second floor autumn leaves and red holly berries were used, and in the corset and underwear department was an old China doll, the dress of which was a dark blue flowered material, homespun delaine, and fashioned with a fitted bodice and full skirt. The quaint doll buggy was of wood with a leather top and fashioned much like the old fashioned phaeton.

An elaborate program was presented in conjunction with the observances of the Golden Jubilee of The Baltimore Clothing House, La Fayette, Indiana. The event was opened with impressive ceremonies on the morning of May 18 and continued through the week. The Jubilee was generally declared the most impressive store celebration ever

held in the city and the elaborate arrangements were made far in advance in order to assure perfection of details and to present to the public a history making event.

On the opening day business was conducted as usual until noon, when employees, guests and executives took part in a program of unusual entertainment features. The store was beautiful in its decorations with flowers and foliage forming the principal items of embellishment. Hundreds of floral pieces, gifts of admiring business associates and friends were everywhere to be seen.

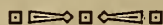
The show windows were of unusual beauty and the display manager, Eugene C. Cowgill, properly reflected the interior appointments with most artistic window creations.

A significant fact brought out on this occasion is that during the fifty years of the Baltimore Clothing House it has occupied the same building, and has been under the continuous management of Levi and Julius Oppenheimer. To-day the Baltimore Clothing House enjoys the proud distinction of being the leading merchandising institution of its kind in the community it serves.



Ornament and Decoration

Rules and fundamentals as taken from the studies of the various periods of architecture and design and valuable to the display man in truthful interpretation of art as applied to window and store decorations.



By Henry Sherrod

WITH a keen realization of the display man's interest in ornament and decorations I am offering the following rules with the knowledge that if they are received in the same spirit as they are given, will prove of much interest and educational value. They are not original but culled from a study of the Egyptian, the Assyrian, Persian, Byzantine, Roman, Greek and other nations or times that have given us so much of the worthwhile things in art.

The art of decoration arises from and is properly attendant upon architecture. Architecture and Art are the material expression of the needs, the faculties and feelings of the age in which they are created. Style is the peculiar form that expression takes under the effect of climate and materials at hand. We should attempt always to construct the best display possible under existing conditions.

As in architecture, so all works of decorative arts should possess fitness, proportion, harmony, the result as a whole will give repose.

True beauty, and that is what we are striving for, results from that repose which the mind feels when the eye, the mind and the affections are satisfied from the absence of any want.

"That which is beautiful is true; that which is true must be beautiful."

In building your display remember that construction should be decorated. Decoration should never be purposely constructed. Every object or piece of merchandise must mean something.

"FORM"

from the other in gradual vibrations. There should be no

Beauty of form is produced by lines growing out one unnatural growths, nothing could be removed and leave the whole equally good or better.

The general forms being first cared for, these should be subdivided and ornamented by general lines; the spaces may then be filled in with ornaments which may again be subdivided and enriched for closer inspection.

All forms should be based upon geometrical construction.

PROPORTION OR BALANCE

As in every perfect work of architecture a true proportion will be found to reign between all the members which compose it, so throughout your decoration and display every assemblage of forms should be arranged in certain definite proportions; the whole and every particular member or group should be a multiple, of some simple unit.

Those proportions are the most beautiful which are most difficult for the eye to detect. Thus the proportion of a double square or four to eight, are less beautiful than the more subtle ratio of five to eight—three to six less than three to seven, three to nine less than three to eight, three to four less than three to five.



DISPLAY BY HENRY SHERROD FOR STEWART DRY GOODS CO., LOUISVILLE, KY.



DISPLAY BY HENRY SHERROD FOR STEWART DRY GOODS COMPANY, LOUISVILLE, KENTUCKY, FEATURING TAPESTRY BACKGROUND

LINES

Harmony of form consists in proper balancing and contrast of straight, incline and curve lines.

In surface decorations—all lines should flow out of a parent stem. Every ornament, however distant, should be traced to its root and branch. This is an oriental practice.

All joinings of curved lines with curved or of curved lines with straight should be tangential to each other—this is nature's law; the orientals work in accordance with it.

COLOR

Color is used to assist in the development of form and to distinguish objects or parts of objects one from another.

Color is used to assist light and shade, helping the undulations or vibration of forms by the proper distribution of colors.

This result is best obtained by the use of the primary colors on small surfaces and in small quantities, balanced and supported by the secondary or tertiary colors on the larger masses.

The primary colors should be used on the upper portions of objects, the secondary and tertiary on the lower.

The primaries of equal intensities will harmonize or neutralize each other in the proportions of three yellow, five red and eight blue, integrally known as sixteen.

The secondaries in the proportions of eight orange, thirteen purple, eleven green, integrally known as thirty-two.

The tertiaries, citrine nineteen (orange and green), russet twenty-one (orange and purple), olive twenty-four (green and purple), integrally known as sixty-four.

It follows that each secondary being a compound of two primaries is neutralized by the remaining primary in the same proportion, eight of orange by eight of blue, eleven of green by five of red, thirteen of purple by three of yellow.

Each tertiary being a binary compound of two secondaries is neutralized by the remaining secondary as twenty-four of olive by eight of orange, twenty-one of russet by eleven of green, nineteen of citrine by thirteen of purple.

The above supposes the colors to be used in their primitive shades, but each color has a variety of tones when black.

When a full color is contrasted with another of lower tone the volume of the latter must be in proportion.

Each color has a variety of hues, obtained by mixing with other colors; in addition to white, grey or black, we yellow on the other; of red, scarlet-red and crimson-red and yellow on the other, of red, scarlet-red and crimson-red and of each variety of tone and shade.

When a primary tinged with another primary is contrasted with a secondary, the secondary must have a hue of the third primary.

In using the primary colors on moulded surface, we should use blue which retires on the concave surface, yellow which advances on the convex, and red the intermediate color on the under side separating the colors by white on the vertical planes.

No composition can be perfect in which any one of the three primary colors is wanting, either in its natural state or in combinations.

When two tones of the same color are placed together, the light appear lighter and the dark darker.

When two different colors are placed together, they receive a double modification, first as to their tone, the light appearing lighter and the dark darker, secondly as to their hue, each will become tinged with the complementary color of the other.

Colors should never be allowed to impinge on each other.

When ornaments on a color are on a ground of a contrasting color, the ornament should be separated from the ground by an edging of lighter color. Example, red on green edged with white.

When ornaments on a color are on a gold ground, the ornaments should be separated from the ground by an edging of a darker color.

Gold ornaments on any ground should be outlined with black.

Ornaments of any color may be separated from ground-color by edgings of white, gold or black.

Ornaments in any color or in gold may be used on white or black grounds without outline or edging.

The above principles discoverable in the works of the past belong to us, not so the results. We must apply them to our own problems rather than copy them slavishly, for in copying we lose all individuality.



A Few Valuable Hints on Color Value

Color and color harmony of greatest importance in successful display work—Beauty of color should evidence itself in all displays in which materials of color are presented—Some helpful suggestions in selection and use of colors.



By O. E. Wheete

IT is quite possible that displays featuring millinery offer more decorative suggestions than any other line of merchandise. If there is that keen appreciation of colors, exquisitely blended, the better lines of women's hats may be most artistically and beautifully presented. The soft sheen of rich satins, the mellow tones of fine silks, the brilliant hues of fine flowers, combined, afford the opportunity of making the millinery display one of great appeal and a thing of rare beauty.

If it were the general good fortune of all display men to have a correct appreciation of the value

of handling and combining colors, there would, I am sure, be greater pleasure in arranging merchandise, and more satisfaction in creating special settings for it. In order to appreciate color in its various applications it is first necessary to have a thorough knowledge of the first principles of color and color harmony. Harmony of colors, does not mean a pleasing combination of similar colors, which is nothing more or less than tones in some shade, tint or hue of basic colors. Color and color harmony is a big subject; it is an interesting one and absolutely necessary for the successful display man.



ARTISTIC AND UNIQUE DISPLAY BY O. E. WHEETE FOR HALIBURTON-ABBOTT CO., TULSA, OKLA.



PLATE NO. 1090—DISPLAY BY F. B. WALDO, ASSISTED BY E. KENNEDY, C. F. HOVEY CO., BOSTON, MASS.

"An Old Fashioned Garden of Hats," is the subject of this display and the window is centered by a figure representing the period of 1860. Mr. Waldo, the display manager, has draped this figure with silk, ribbon and lace in an old-fashioned gown. Yellow changeable taffeta forms the hoop skirt that has a deep ruffle of lace at the bottom, headed with clusters of flowers. The bodice is very quaint, of Dresden silk

and old rose velvet ribbon. The hat is of the taffeta with streamers over the shoulders. Two huge old-fashioned bouquets grace either side of the window, and the garden bench, watering pot and cut flowers add to the realism of the garden walks, rearing their heads from tall stands like prize blossoms are the summery hats. A copy of the song, "An Old Fashioned Garden," has been carelessly dropped on the grass.

In selecting millinery, or in fact, any other line of merchandise for display great care should be exercised in the selection of colors. Colors of similar strength should be chosen. A light red demands a light blue; a dark yellow, a dark brown, etc. Contrasting as well as similar merchandise of color may be employed in the same display providing it is of the same strength.

It is not advisable to use millinery which represents too sharp a contrast—for example; a dark blue hat would not look good with one of pale yellow. Color balance is equally as important as the arrangement of the setting and merchandise.

An item of millinery which may look "irresistibly attractive" in the department may be a cause for keen disappointment when placed on display in the show window. It is necessary to exercise great care in selection of material for display and avoid the use of items unless they are sure to match the general tone of the entire display, or in some distinct way be related in color and style to the other hats.

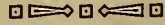
Frequently at night the electric lights will create an "odd" hat in the display, the effect of artificial light upon certain colors often resulting in an entirely different color tone than that which exists in daylight. To avoid this, select merchandise of the color tones that will appear equally beautiful under natural and artificial light. The foregoing suggestion cannot, of course, be stringently carried out during "sale times," but should prove of value in placing displays earlier in the season.

Remember that a few hats well displayed are far more valuable as a sales tonic, than a display which may be carded "Hats for Every Occasion." Usually the hat which would look good with a smart suit would look entirely out of place with one which would look smart with a party frock. Displays of one color often prove to be attractive providing the general make-up of the millinery is not too varied—for instance—three extremely large hats and one small one. Gloves, bags, and a bit of jewelry usually add strength to the beauty of millinery displays.



Foresight the Vanguard of Success

Among the requirements of successful display artist is foresight—Necessary in successful planning and desirable at all times—The many methods in its application—No room for the temperamental display artist or the display artist with a temper.



By J. H. Richter

FORESIGHT is the tentacle we extend into the future; the vanguard preparing the way for us, and preparing us for the way. The degree and character of foresight we display stand as the measure of our ability to meet conditions before they arise."

The foregoing is quoted from an advertisement of N. W. Ayer & Son, Philadelphia, and the logic of it is bound to impress. To me it appealed most forcibly and gave rise to the thought that among the many requirements of a successful display man, foresight was one of much importance. Without foresight, without that necessary planning ahead a display man's work is made extremely difficult, and often results in failure. The man who waits until the time just previous to the actual making of the display for outlining plans is seriously handicapped and invariably the results of this unsys-

tematic method manifest themselves in poorly designed and constructed displays. On the other hand should the work be planned as far in advance as possible, with that element of "foresight" the results obtained will prove well worth the effort.

Often an inspiration comes while the display man is in the act of constructing a setting, but that may be too late for incorporation in the present plans. Should that idea or suggestion have presented itself earlier, the result might have been a much more beautiful and compelling display. Should the proper planning have been done at the right time it is quite probable that all the valuable suggestions would have presented themselves when offering opportunities for applications.

The gathering of ideas from magazines, business papers, theatrical productions, moving pictures, etc., and the other fellow's work, is foresight with



DISPLAY BY O. B. SPIEGER FOR G. M. MCKELVEY, YOUNGSTOWN, OHIO



"MY HAT'S IN THE RING" DISPLAY BY E. D. PARR FOR THE PALACE CLOTHING CO., TOPEKA, KANS.

which one is preparing himself to meet any problems and all requirements in display work. No man is so far advanced in his profession that he cannot to some extent profit from the work and ideas of other men, and any man's work will be better if the weak points be found and remedied in the preliminary planning. It is much better that errors be discovered in the early plans.

The constant presence of foresight will always prove beneficial, and in no place is it more resultful than in everyday business dealings with co-workers. A display man will learn to reconsider before unjudiciously going "off the handle" when a buyer or department head makes a criticism or unusual request; he will consider because foresight will tell him that some day he may desire the good will of that buyer or department head, and that good will is worth much when needed most.

The opportunities of the display man of today are indeed great and those of the future will be even more alluring. His chances for advancement outstrip those of his fellow employes, and his importance as a store necessity and business power is becoming more evident. Not only in the producing of good displays, for that is expected, but in evidencing a live and growing interest in his store organization by actual demonstration of ability and willingness to do more than is expected of him, the display man is demonstrating his power and influence in the merchandising world.

Modern merchandising has no room for the artistic temperament or temper of the display man of old. A man can be artistic and at the same time be possessed of good business sense. The man who has, and uses this business sense will realize there are times when he will be compelled to sacrifice a great part of the artistic effect in a display in order to make that display bring business to the store.

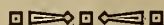
Especially in the past few months has this been demonstrated, for merchandise has been moving at a slower pace than heretofore; "sale" displays have become the most important part of a display man's work. The manner in which a display man handles sale displays, is more often the making of a real display manager, than an artistic effect on his part. A display man must get some of the enthusiasm of the buyer for a line of "sale" merchandise, and he must bring every effort to bear on making the "sale" a success. Then he will find his firm more ready to recognize him as a valuable executive, and it will be easier for him to get an appropriation for a special decorative display or opening if he has demonstrated his executive ability to recognize the value of "sale" displays at their proper time.

A great many display men have a tremendous amount of enthusiasm during the planning or making of an opening display, but between seasons this enthusiasm lags. A successful display manager will have foresight enough to keep that enthusiasm up the year around.



Displaying Nationally Advertised Products

Extensive advertising campaigns launched by manufacturers of nationally advertised products provide for elaborate educational programs through the medium of window display—How one great organization is accomplishing results.



By Alfred Pazoska

THE value of the show window as a powerful selling factor has impressed itself indelibly on the directing forces of many of the country's greatest distributing agencies featuring nationally advertised products. A number of the larger organizations have, during the recent months, opened and are maintaining great display department most extensively equipped with all the necessary adjuncts for successful display work.

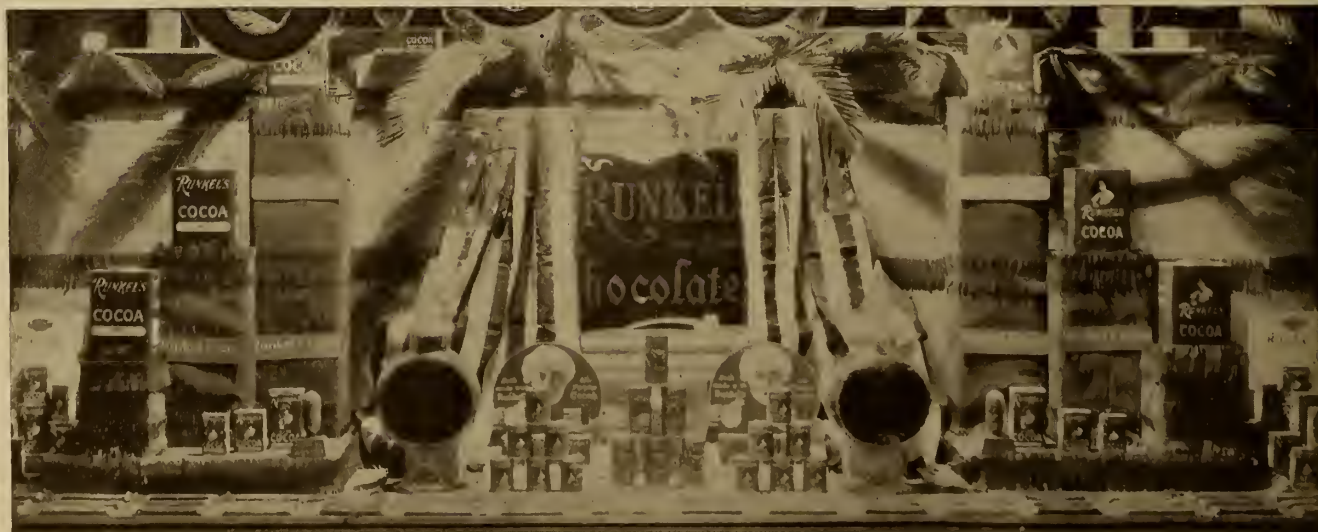
Those organizations that have not as yet installed an individual display department have, nevertheless, seen the light and derive the advantages and benefits of good displays through the good fortune of having secured the spare time services of some display artist.

Shown in connection with this article are two illustrations presenting quite clearly the treatment of two displays recently arranged for a Chicago store of Runkel Brothers. The result of the well-planned advertising campaign of this big organization will be strongly evidenced in the promotion of the sale of "Runkels All Purpose Cocoa." The force of the sales promotion will be provided through a country-wide educational campaign through the show window.

For years the quality of Runkel products was supreme and dominated the cocoa market. The method of manufacture and care method of handling goods, insured consistent and constant production of the quality product. The slogan "The Best Cocoa for the Money" is the aim of this well known and progressive concern.

There were, to be sure, many brands of cocoa on the market, and it was a question if all the housewives knew of the quality product of Runkel. Did she know the value of its superior flavor? Did she know of the delicious cakes, frozen deserts, and best of all, of the Runkel cocoa cooler? Here were many worth-while bits of information that every user of cocoa should have. She must have them, but, how can they most forcefully be presented? It was decided by directors of the Runkel organization that the show window could best and most compellingly exploit the qualities of their cocoa products. Hence, the inaugurating of the great campaign through the window.

Window displays are, and should be, the best business-getters, and are especially suited for educational purposes. Immediately effective advertising



DISPLAY OF COCOA PRODUCTS BY ALFRED PAZOSKA FOR RUNKEL BROS. CHICAGO



ANOTHER ARRANGEMENT OF COCOA PRODUCTS BY ALFRED PAZOSKA FOR RUNKEL BROS., CHICAGO

through this medium is just getting under way, with the purpose of showing many new features and simple ways how cocoa may be used for drinking, baking and cooking, and how a recipe can be improved.

The most serious handicaps which all chocolate and cocoa plants have to overcome are heat and humidity. These must be eliminated or overcome so as to produce the consistent grain of quality. Many plants, even today, are compelled to close down during the hot and muggy summer days, due to these conditions. Consequently goods in the original packings cannot always be used for window-displays and should rather be avoided. But there is no money for the retailer in handling unadvertised goods when his window space is available and "dummy cans" on hand in large quantities. A display is easily installed and can be made quite attractive by proper color combination (floor and background) and the units pleasingly grouped, and will capture the interest of the possible customer on the sidewalk.

Similar displays have been and are still in use by leading manufacturers mainly to "push" a certain brand or the name of the manufacturer. But "dummy displays" which do not actually represent the goods, do not arouse the desire to make the consumer WANT the product unless he knows pretty well that he is buying a down-right fine piece of merchandise.

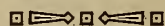
To feature cocoa requires careful study from every angle. It is one of the most nutritious and healthful products on the market and universally used in every home. It is not only a beverage, but it's for baking and cooking too. There are over 100 different ways of preparing new and delightful dishes, generally unknown to the consuming public. They demand and are worth a great deal of attention. Here is where the successful display man can prove his ability for educational and business-getting window displays.

Advertising simply means to *make known*. The consistent effort for instructive window display of Runkel products is having one mighty good result—it is building up an excellent demand.



The Ability to Create

*Originality is a rare virtue, yet study and practice of principles of decorative art may make the production of the new and unique features comparatively easy—
How H. J. Fossette overcame difficult and annoying window problem.*



By J. L. Cameron

SUCCESSFUL window displays create a lasting impression and unless the display be forceful enough to imprint itself in the memories of those that view it, then it has failed insofar as it did not accomplish one of the potent essentials of a good display. Successful window displays present several points or elements, the perfection of which when used in collaboration determine the perfect showing. One of these elements playing a most important role is that of originality.

Originality as applied and found in the art of window display does not necessarily mean that the idea as presented in the general window setting must be used for the first time, but it is the versatility of the display man that is able to handle a subject in such a manner that it immediately strikes as novel, new, unique. In these days, originality most frequently refers to the treatment of the subject and not the subject in itself.

Display men may be classified in two divisions: Those who are original and have the ability to create and develop, and those who depend on the genius and ability of the first-class. The latter class could, very often, with the proper application and study of the principles governing ornament and decoration develop to an amazing degree the ability to conceive and mold creations, original at least in treatment or application.

Listed among the most expert and widely known artists of the display profession are many who attribute their position of today to the results following the early attempts and consequent practice along the lines of creation. Contrary to the too oft expressed view, originality in display work as well as in other professions and crafts may be acquired through proper study and constant endeavor.

One of the most fertile sources of idea may be found



DISPLAY BY J. L. CAMERON, DES MOINES, IA. ADAPTATION OF MERCHANTS RECORD AND SHOW WINDOW COVER DESIGN



ARTISTIC SUGGESTION FOR WINDOW BACKGROUND BY H. H. SEAY. WALKER D. G. COMPANY, CHARLESTON, W. VA.

in the business papers devoted to the display man's profession and fashion reviews. In the former, practical suggestions for background, panel, screen and merchandising effects are continuously being presented. The photographs showing display creations of the country's greatest display artists are of inestimable value, and in the treatment of the various settings new ideas and suggestions are most readily afforded. A little study followed by the application of whatever ability for ingenuity the display man has will frequently produce something original and effective.

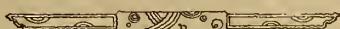
Composition board, rightfully termed by many, "the display man's best friend," affords an indispensable window utility from which creations unlimited in style and number may be created. The use of this material is general and no display man would be without it in his department or workshop.

While there are hundreds of stores maintaining permanent backgrounds of mahogany, walnut and other hardwoods, and frequently mirrors, there is always that emergency or quick change to consider. Composition board, for change, is the desired utility and its qualities which allow practically any style or character of finish make it all the more valuable.

Frequently changes in window backgrounds are made necessary through the annoying problems sometimes attributable to lighting reflections, and this re-

minds me of an interesting problem experienced by H. J. Fossette, display manager for the Culture Shop, Memphis, Tenn. Mr. Fossette had more than 300 feet of display space, but the effect of beautiful combinations was invariably lost through bad reflections. Particularly was this true of the windows in which men's clothing was displayed. After much time had been devoted by Mr. Fossette to the study of the "shadow box" windows, he decided the remedy was not to be found through the installation of this style. The display man is a staunch believer in decorating the show window in such a manner that they are not the so-called heavy displays, yet not light—just a happy medium.

Mr. Fossette, after due study called in a carpenter and set him to work. Two French windows and a French door were made, using a composition board material. This was given a natural mahogany finish and installed in the proper location in the background. After the plate glass had been replaced a large curtain of white shirred silk was arranged behind each door and window. The floor, in parquet effect, was raised five inches and finished in golden oak. Pedestals of mahogany to match the background were placed, and brass hinges and knobs were affixed to the doors. The ingenuity of this display man reduced the reflections more than seventy-five per cent.



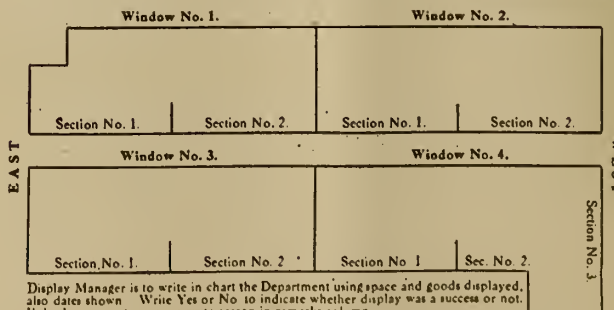
A few system and record sheets as employed by leading display artists—Triplicate merchandise requisition sheet originated by W. A. McCormick—G. L. McClellan's record of show cards and signs—Impressions by T. Guy Duey.

Application For WINDOW DISPLAY

WURZBURG DRY GOODS CO.

[illegible]

<p>No. 2—Half Sheet Size 1422 in.</p>	<p>No. 4—Eighth Sheet Size 741 in.</p>	<p>No. 7 6th Sheet 344 x 310</p>	<p>No. 6 32d Sheet 312 x 512</p>	<p>LANDSCAPE</p>
	<p>No. 3—Fourth Sheet Size 11x14 in.</p>	<p>No. 8—16th Sheet Size 512 x 7</p>		
				<p>PANEL</p>
				<p>BASEMENT SIGNS</p>
				<p>No. 8, 9, 10, 11, 12, 13, 14, 15</p>

[illegible]

WINDOW DISPLAY RECORD USED BY G. L. McCLELLAN

Madison St.

	8	9	10	11	12	13	14	15	16	17	18	19	20	21																																																																							
From _____ 19__ To _____ 19__																																																																																					
State St.	6	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%;">TOTAL</td> <td colspan="13"></td> </tr> <tr> <td>AMOUNT</td> <td colspan="13"></td> </tr> <tr> <td>DAYS</td> <td colspan="13"></td> </tr> <tr> <td>WINDOW</td> <td colspan="13"></td> </tr> <tr> <td>DEPT.</td> <td colspan="13"></td> </tr> </table>													TOTAL														AMOUNT														DAYS														WINDOW														DEPT.														23
	TOTAL																																																																																				
	AMOUNT																																																																																				
	DAYS																																																																																				
	WINDOW																																																																																				
DEPT.																																																																																					
5	24																																																																																				
4	25																																																																																				
3	26																																																																																				
2	27																																																																																				
1	28																																																																																				

Dearborn St.

DISPLAY RECORD SHEET EMPLOYED BY W. A. McCORMACK, BOSTON STORE, CHICAGO

national reputation of highest merit. In commenting on Display Department Systems Mr. Duey urgently favors the system whereby the merchandising of windows is the province of the display manager, and states that when handled properly by a highly efficient display man, the system will prove the most successful from a point of productiveness—by sales, through harmony of the merchandise shown on display, and in gaining unlimited general advertising.

Commenting on this subject Mr. Duey says:

“A display man, in order to handle his windows with the greatest amount of efficiency must have a thorough knowledge of merchandise, together with a complete understanding of the general and peculiar conditions existing in the many departments of the store. He should know the weak as well as the prosperous departments and be able to assist greatly in overcoming the difficulties and build up the weaker

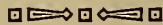
ones while at the same time maintaining the prosperity of the other more successful sections.”

Reproduced here, with other record sheets, is the requisition blank prepared by Mr. Duey and used by all department managers at the Wurzburg store when requesting window space. On Thursday of each week the schedule is made out for the following week and all requisitions must be in Mr. Duey's office before 4 o'clock on each Wednesday afternoon. Applications are considered from every viewpoint and complete layouts of the displays for the following week are prepared and decided upon. Points considered in making up the schedule of displays are seasonableness, selling value, special store and departmental events, general prestige and character, nature of merchandise, the pulling power to interest customers in the merchandise and store in general. All windows are changed during the morning hours.



Notion and Novelty Windows

Displays in notion and novelty store windows keep pace with other lines in the general development of the profession—Beautiful effects produced by skillful display artists vie with windows of rich creations of ready-to-wear—Backgrounds play important part in success.



THE evolution, which in its process has transformed the show window from a mere place in which merchandise was wont to be tossed in one indefinite mass, to a veritable stage on and in which is daily depicted elaborate and beautiful creations, was extensive in its influence, and played no favorites in its varied stages of development. Contrary to the belief of some merchants, the beautiful and artistic in window displays are not confined to those displays featuring the higher priced merchandise, but today are necessary adjuncts to every successful display, whether it be a presentation of imported silks, Kolinsky furs, or a simple window in which are shown yarns, kitchen utensils, etc.

In these days of modern merchandising methods, when every department and individual of the store's organization is functioning on high speed in order to meet the general demands of business competition, the show window as a selling factor is receiving more attention than in earlier days—its potent influence has finally become recognized and today it stands equal with the advertising department as a means of producing sales. Indeed, many merchants testify that it has become the store's best selling force. Regardless of the counter claims from the advertising department it cannot be denied that the show window, when properly decorated, has many advantages over other forms of advertising.



STATIONERY DISPLAY BY ELLSWORTH H. BATES FOR C. W. KLEMM COMPANY, BLOOMINGTON, ILL.



NOVELTY KODAK DISPLAY BY ERNEST WILSON FOR MESSRS. KODAK, LTD., LONDON, ENGLAND

The advantages of a window display of beautifully draped fabrics, or a complete showing of attractive upholstered furniture are no greater than those to be attained through an attractive and perfect display of merchandise of different character—such as materials carried by the average variety stores.

The arrangement of merchandise in a ready-to-wear or men's clothing window will, to be sure, be quite different from that placed in the variety store window, but the fundamental principles governing the general subject "display" will remain unchanged. The setting must conform to rules by which the merchandise will be most appropriately chosen and exhibited; the color combinations and contrasts must not violate the accepted principles of good color harmony; the balance of display must always be evident, and the selling points of the merchandise must be ever fulfilling their mission toward creating the fourth step in the process of sales creation.

How a Successful Display Functions

The successful display, functioning in its capacity as a selling force accomplishes the following results: First, it attracts the attention of the passer-by to the merchandise on display in the store window; second, it arouses an interest in the merchandise; third, it creates the desire to possess; and, fourth, the will to have. Every display, perfect in construction and arrangement, has this power over the open mind of the shopping public, and such an instrumentality for sales, may be properly considered the most formidably equipped salesman of the stores selling force. True, every perfect display

will not immediately produce the above mentioned effects, the mood and needs of the prospect having much to do in this respect; however, the impression of a well executed display will firmly manifest itself in the minds of those who witnessed it, and at some future date when particular needs are brought to attention, the impression of the effective display which featured those items of our present needs will be brought vividly to mind.

Background of Prime Importance

In the designing and installation of every display the background comes first to attention, and regardless of the possible variance of opinion as to the general statement "the background is the foundation of all window display," the fact cannot be circumvented that the background, if not of the greatest consideration, is, at least, of equal importance with any other item in the construction of good displays.

The subject of backgrounds, then, we will grant of pertinent interest, and offer a few suggestions for a profitable and attractive treatment of it.

There is no doubt that permanent backgrounds of mahogany circassian walnut, mirrors, etc., have, among merchants and display men, hosts of supporters, and this great enthusiasm for the permanent backs is not without substantial reasons, since the attributes of readiness and economy are ever impressing themselves in the mind of the store keeper. However, regardless of the essentials and desirable qualities incorporated in the permanent backgrounds, it is natural for the American public to



LINGERIE DISPLAY BY T. GUY DUEY FOR WURZBURG'S DRY GOODS CO., GRAND RAPIDS., MICH.

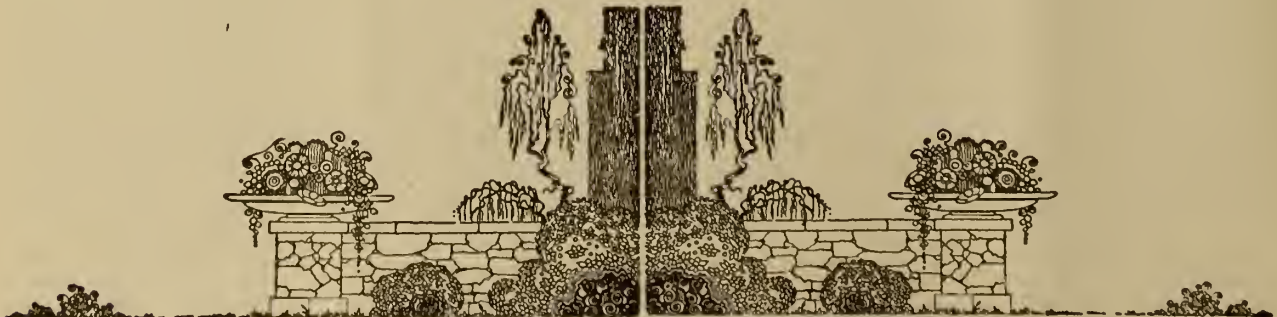
crave the unusual, or at least, something out of the ordinary, and this desire in window treatment has been satisfied to a great extent in the increasing utilization of temporary backgrounds for merchandise displays.

Composition board affords the most practical and versatile material for temporary backgrounds panels and screens, and the beautiful and practicable effects to be produced with this window accessory are without number. Today, practically every merchant or display man has a quantity of this material on hand, if not for general use in the windows, for emergencies that are bound to frequently present themselves. As a general piece of window equipment composition board has no superior; nor has an

equally desired substitute been found for special work or emergencies. The versatility and substantial qualities of this window utility has caused the board to be generally termed "the display man's most efficient assistant."

While the uses of this material are so great in number and style that justice could not be done in any brief treatment of the subject, a few of the practical uses are given here.

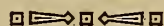
The halftone illustrations shown in conjunction with this article present excellent examples of what may be readily accomplished in a decorative way with composition board with the addition of a few decorative features for the purpose of embellishments.





Notes from New York

Wanamaker's price-slashing still topic of great discussion—Labor not down to business—Charles Vosburg goes to New York as director of display department at Macy's—New York display managers to attend I. A. D. M. Convention at Detroit—Displays of much beauty feature month of June—Other notes of interest.



By F. F. Purdy

AT this writing, business at Wanamaker's is going on at a slower pace, and may be said to be quite a fair bit above normal, with the 20 per cent discount still in force, although the old policy may be resorted to by the time this reaches the reader's eye. Criticism in abundance has been leveled at the idea, with intimations of need of turning the stock into cash, of investigation by the Department of Justice being anticipated, of the high prices that must generally rule if 20 per cent could be dropped, and many other sage observations. At the same time, everyone must admit that John Wanamaker pulled over the greatest sale, probably in American history, with a record movement of goods. Of course, the public interest could not keep up indefinitely, and the sale is materially less. The success of the enterprise is proven, it is pointed out, by several other important department stores throughout the country following suit, and similar events, with many things in common, being staged in Selfridge's and Harrod's, in London.

The Wanamaker body blow for lower prices dazed the merchandising world momentarily. It took New York several days to recover, and in that time J. W. had the crowd coming too tremendously to be drawn off immediately, but other stores within ten days or a fortnight had some highly successful affairs under way. Stories of Omaha came to New York—how two stores there had arranged to start 20 per cent reduction sales, which were announced in Sunday papers, finding which, the greatest house in town immediately put on news of one of its own in the movies the same day, plastering the store windows with announcements of a discount of 30 per cent, which packed the place and practically precipitated a riot.

A new thought was speedily injected into the minds of merchandisers. The forcing of goods on the market did not produce one more pair of shoes or curtains, or any more hats, or gloves, or rugs, or anything else. A few weak spots were found, but by far the great bulk of merchandise is in short supply, with demands by consumers strong, if not

as rampant as formerly. Meantime department store financiers have "put the lid on," while manufacturers and wholesalers in most lines quite complacently wait until the necessities of buyers bring them into the market, and activity is looked forward to in the "immediate" buying for the fall season. All agree that the general trend is toward lower levels, but in a great proportion of merchandise, not during 1920. The trouble has been, and is, that labor is not "down to business" for a normal production as of yore, and it may take some little time to get the workers to anywhere near old standards of efficiency.

With all merchandising difficulties, the old effort for excellence is put into the windows, and there has been no let-down whatever in the character of the displays. There are rumors that must be taken as making for progress, or intended as such, dealing with a change to take place in July. It involves the retirement of Mr. Malet as display manager at Macy's, and the taking of this post by Mr. Vosburg, the display manager of James McCreery & Co., Pittsburgh. This appears to be the present program. The reasons for it are known by the Macy management. They do not reflect an iota upon Mr. Malet, whose work has been unstintedly praised by display managers here, some of whom go so far as to say that it has not been excelled in five years at that store. Mr. Malet's plans are not yet announced—whether he will remain at Macy's or remove to other fields. He is a competent, efficient and artistic display man, and no doubt has good and appreciated work ahead of him.

Mr. Beyer, at McCreery's local store, maintains his fine standards. A recent window worth noting was one featuring infants' wear. The caenstone background was in place, with a wide high arch in center, and small oval window at each side. In center arch was a huge stork looking through at the countryside, and holding the infant in a georgette crepe bag, lying there in nature's own garb. The stork evidently intends to put it on the scale at hand, to properly test its weight. The drapery at



DISPLAY BY O. M. WEISMAN FOR GEO. M. WILSON CO., PITTSBURGH, PENNSYLVANIA

arch and windows is pink georgette, and pink rugs cover the floor. In fact, the color scheme is pink and cream. At left is a fine cream ivory crib all ready for "his majesty, the baby," with blankets, etc. At right is a lilliputian wardrobe, with drawers at one side and hangers at the other, with all kinds of infants' accessories at hand—a very effective window of the kind. The center of a more recent trio of windows had a color scheme of cerise and silver, with flooring of blocks of alternating cerise and silver, all sparkling with metal glitter. The merchandise shown was silk, some long drapes hanging from a round drapery fixture suspended from center, with a parrot perched from a rod in center of fixture. This is perhaps the first suspended drapery fixture we have seen, for they are usually standing on floor.

The big corner window at Wanamaker's during a recent week was given over to a fine cretonne display. A broad sweep of cretonne over a wide bar draped from a far corner toward the diagonal near corner. There were two huge vases well disposed on black tabourettes, the blue vases matching the hue of the cretonne pattern and the floor covering, while in the background a scene in blue was framed in a large blue oval frame. A floor lamp with blue shade completed this striking and effective window.

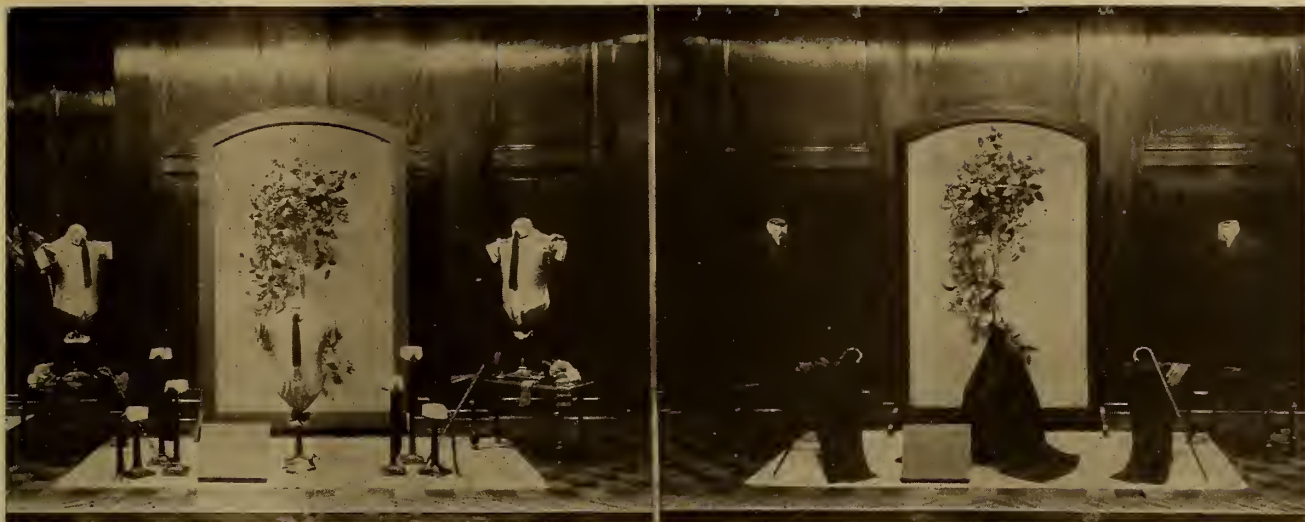
All signs point to a good representation of New Yorkers at the Detroit Convention, headed by dean Frankenthal, who will give a preliminary drape, demonstration and explanation, and also act as one of the judges of the drapes to follow in the competition. Mr. Beyer, of McCreery's, leaves New York the 10th, and takes most of his vacation time after the convention, suggesting that some of the Eastern delegates get together on the return, making it together, possibly through Canada; he was invited to participate in the demonstrations, etc., but he prefers to leave it all to the expertness of the dean. Mr. Weisgerber, of Lord & Taylor's, will also be

there, nor will he be beguiled into demonstrations; he and Beyer are among the newer men here who have made good in full measure. Mr. Munn, of Franklin Simon & Co., will be on hand, as last year. Mr. Elders, of Saks & Co., will leave the 8th and stop off a couple of days at Buffalo, taking boat to Detroit. Prize winner Johnson, of the Holthausen store, Union Hill, who distinguished himself last year, will go West again. Doubtless there will be still other pilgrims to the automobile city from New York.

The trade here is always glad to hear from W. F. Brink, formerly display manager for Saks, and now in the same line at San Francisco. He says, in a recent letter to his successor, Mr. Elders: "I am on a two weeks' vacation in the Sierra mountains. We are on our way from Lake Tahoe to the Yosemite. The trees here at Calaveras are the biggest in the world. Am making the trip with friends in a Peerless 8. Some trip I will say."

Mr. Hopkins, of Gimbel's, is getting to be some executive. Being now in charge of the painters and carpenters, as well as of the display men, as noted in our last, he now has 22 painters who have been at work for some time, and have considerable to do yet in a thorough renovation of the place. Mr. Hopkins has long been in intimate connection with the policies and administration of the house, and rumor hath it that he is going still higher, which will be another illustration of the advanced opportunities for the broad gauge display manager. Mr. Schmidt, display manager for Arnold, Constable & Co., by the way, is now buying one or two of the smaller stocks of the house.

Last month the graduation exercises of the Altman continuation school were held in the store auditorium, president Michael Friedsam, of B. Altman & Co., awarding the honors and diplomas. This is a great affair of the establishment, and is made much of. This school is operated in conjunc-

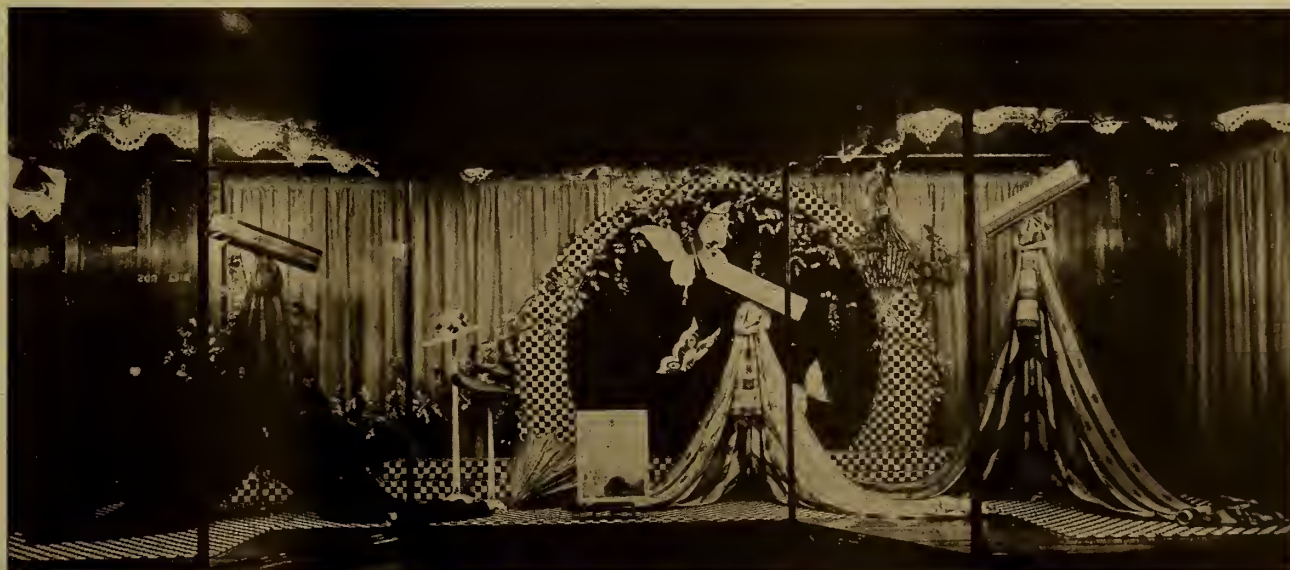


UNIT DISPLAY BY L. ROBERT REHM FOR WOLF & DESSAUER, FORT WAYNE, IND.

tion with the Board of Eudation, and there were 84 graduates, all from the boys and girls of the store, who thus continue their education, although at work. The Altman decorative staff spent a good deal of time for a fortnight before the affair in staging the various events, which included some ten tableaux with Uncle Sam's daughters in various scenes and poses, and putting on a sketch entitled "Music hath charms," the scene being a room in a boys' dormitory, all the characters being boys. A collation was served at conclusion and dancing followed. Vacation are starting in here, with Mr. Ireland, the "Mayor of Mamaroneck," going June 26, dean Frankenthal for the Convention, and Mr. Ellis after his return.

A. I. Namm & Son have laid the cornerstone for their large new addition, the ceremony being in charge of their association of employees, and even the laying of the cornerstone being formally per-

formed by one of the buyers. The chairman of the employees' committee has full membership on the governing board and an equal vote with other members. The employees' committee consists of one each from the basement and seven floors, the delivery division and mechanical division. Five additional members are elected from the buyers, assistant buyers and department heads. The committee then elects its own chairman, who represents it on the governing board. The committee chooses its other officers, appoints its sub-committees for considering store problems, and adopts constitution and by-laws for the transaction of business. With the provision for adequate employee representation in council it is not to be wondered at that the Namm workers are enthusiasts in the service. There is no better example of it than Charles De Vausney, display manager, who, we have no doubt plans for the progress in his work in his sleep.



DISPLAY BY G. E. WHEETE FOR VANDEVER, TULSA, OKLAHOMA. FEATURING APPLICATION OF BEACH CLOTH IN BACKGROUND AND FLOOR COVERING



GOLF DISPLAY BY HARRY W. TOBEY, GREENFIELD'S, WICHITA, KANSAS

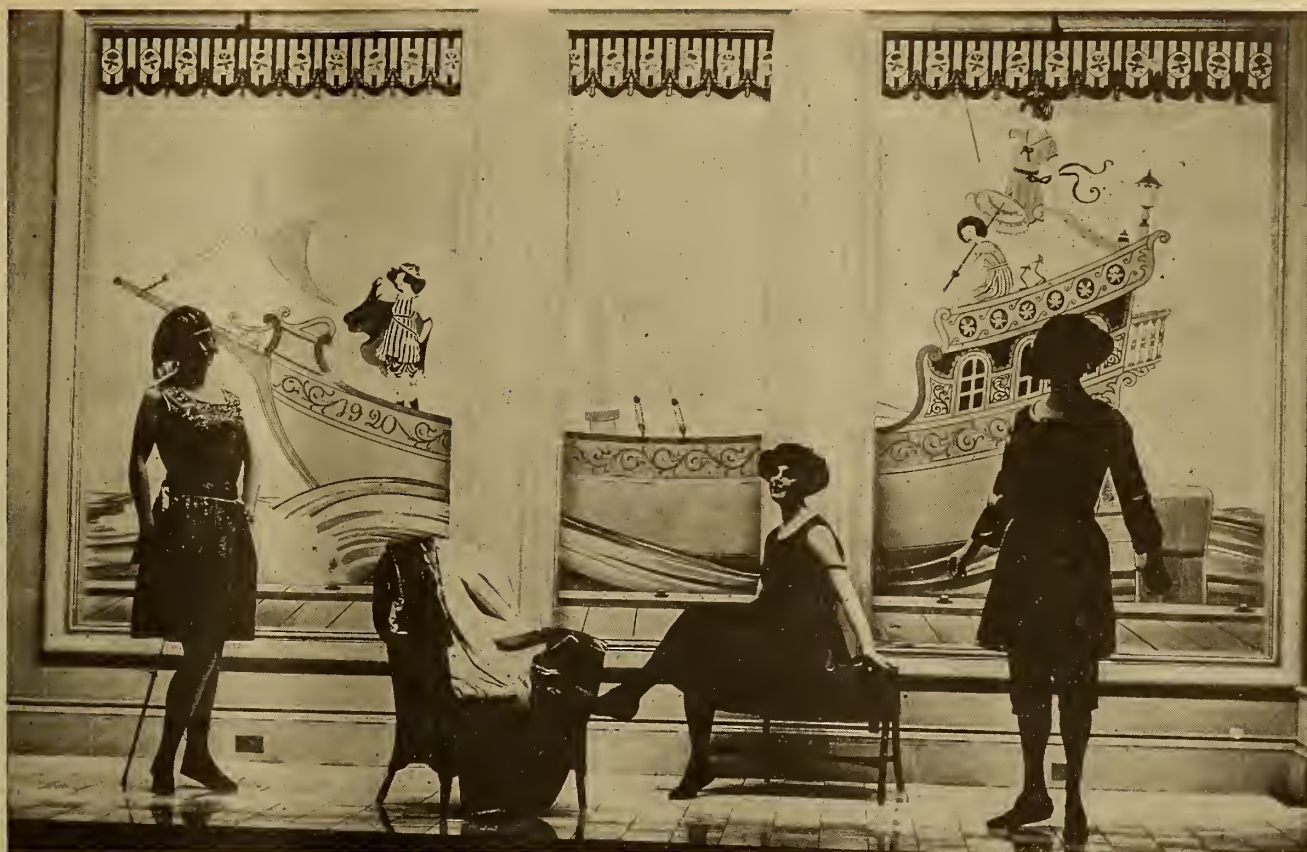
A unique window in the neighboring store of Loeser's was a stationery display featuring Egyptian motifs. Four large pillars were in the background, equidistant, chiffon in blue and green being draped between the pillars. Some of the chiffon was painted in scenes in which the by-stander looked off into the desert and saw the sphinx and pyramids in the dim distance. There were painted placques and stationery boxes, the latter ornamented with Egyptian scenes. Huge fan-shaped leaves akin to those with which the big eunuchs fan of the Cleopatras spread out from their place in a great vase. The leopard skins on the floor added to the harmonious effect. Six sets of stationery rolls were shown, finely displayed. The scene was enhanced by the blue lighting effect. This was but one of many windows in which the bride and her accessories were featured during June, 1920, when an aggregate number of weddings were solemnized

that placed the month in the front rank in mariages. The following week half of the entire Loeser front, of which the foregoing window is a part of this half, was devoted to an exhibit in which the setting was entirely orange, one window being devoted to hats, another to sweaters and shirt waists, and a third to French underwear. The general trend of windows here shows that Mr. Waldron came back strong after his illness, as his displays are right up to his best traditions. He has a staff of able assistants, which has just been re-enforced by the addition of John Chalmers, for nine years previously with Loeser's, but coming from Abraham & Strauss.

Richard Dougherty, display manager for the Metropolitan district for the Lerner Waist Co., who have a number of natty shops hereabouts and through the country, staged a style exhibit last month for the United Waist League at its headquarters, 29 East 32d street.



GOLF DISPLAY BY GEO. B. SCOTT, THE METROPOLITAN, DAYTON, OHIO



UNIQUE AND ARTISTIC SETTING DESIGNED BY ALLEN H. KAGEY, MANDEL BROS., CHICAGO

Chicago Equipment Men Meet

AT a meeting held at the City Club, and featured by enthusiasm and determination to give all possible assistance in making the 23rd Annual Convention of the I. A. D. M. the greatest success in the history of the Association, the Chicago Display Equipment Manufacturers' Association, completed plans for attendance at the big Detroit meeting. The Chicago exhibitors, under the direction of Sid Kling will make the journey to the Auto City in three special cars, leaving Chicago on the night of Friday, July 9. Practically every member of the Chicago Display Equipment Manufacturers' Association will have exhibit space in the Exposition Hall.

At this meeting the following officers were elected for the ensuing year: President, Joseph Schack, Schack Artificial Flower Company; Vice-President, T. A. Bird, Merchants Record Company; Secretary, Irving L. Bradford, Irving L. Bradford Company; Treasurer, Sidney Kling, Wallbrunn, Kling & Company.

Ahlroth to Direct National Department

CARL W. AHLROTH, known throughout the land as one of the greatest display artists of all time has resigned his post at the Union Clothing Company, Columbus, Ohio, and has been chosen to

direct a new display department for the National Association of Retail Clothiers. Mr. Ahlroth was selected for this important post after a most thorough investigation of the display ranks, and will have under his direction a great department enlisting the services of several artists. His office is located in the Brooks Building, Chicago, from whence he will direct the work which will be distributed to practically every city in this country.

Mr. Ahlroth will be present at the 23rd Annual Convention of the I. A. D. M., to be held at Detroit, July 12-15, and has designated his intention to participate in the competitive demonstrations. He is an enthusiastic supporter of the I. A. D. M. and has many times been honored with important offices. Mr. Ahlroth also has the distinction of having won more prizes in competition than any other display man. Numbered in his collection of trophies are several medals and cups, prizes in MERCHANTS RECORD AND SHOW WINDOW competitions.



P. W. Bohlender, Dayton, Ohio, is plaintiff in an action to recover \$750, amount claimed he suffered through the deprivation of his show windows following an automobile accident which destroyed the big plate fronts.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

Published on the Fifth of Every Month by

The Merchants Record Company

J. F. Nickerson, President and Manager.

Edw. H. Fox, Vice Pres. and Adv. Mgr.

James W. Foley, Editor

T. A. Bird, Mgr. Service Dept.

5707 West Lake Street - - Chicago, Illinois

Telephones, Austin 1303 - 1304

EASTERN OFFICE: Suite 5001 Woolworth Building, New York City
Telephone 7363 Barclay

OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

****In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.**

****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

** Copyrighted by the Merchants Record Company*

July, 1920

The Present Market Situation

THE following statement and news as concerning the present and future market conditions will no doubt be of interest and value. The views as published here are those of F. S. Cunningham, director of the great wholesale and retail institutions of Butler Brothers.

Through some misunderstanding the report has been published in newspapers over the country that Butler Brothers look for a general decline in prices in the near future and a speedy return to the pre-war level.

The report is incorrect and totally misrepresents our view. I am glad therefore to be able to state my own opinion in respect to prices.

Speaking broadly, commodity prices will not be lower before the spring of 1921, even if then. Not a few goods will be higher this fall than they are now. For more than six months every wholesaler has been contracting for his fall supplies at advanced costs. In many cases these goods could be replaced today, if at all, only at still higher prices.

In certain lines, notably silks, prices had become inflated

beyond reason. Reduced quotations in such lines are not symptomatic of the market as a whole.

In order to think clearly one must discriminate between seasonable and staple merchandise. The cut-price sales now running over the country are confined mainly to spring ready-to-wear and kindred goods. As in every year when the coming of warm weather is late, retailers began cutting prices in May to avoid carrying the goods over.

On staple merchandise there is only one legitimate reason why any retail merchant should sharply reduce his prices and that is the need of liquidation, even at a loss, in order to meet bank obligations. The store which, without such compelling reason, can now afford to make deep cuts in its prices on staple goods, by that very fact makes public confession that it has been charging an illegitimate profit for its wares.

Commodity prices in general are artificially high. They must come down. The sooner they come down the better for everyone. But nothing is gained by ignoring the plain fact that wholesale prices (and retail prices) depend on the cost of production. Until that comes down, talk about a lower level of prices is vain.

The factors which will make for lower prices are undoubtedly gaining in momentum. The factors which make for higher prices are losing in momentum. But the latter are still in the ascendant, and no one can say when the price-lowering factors will become dominant.

With higher prices for foodstuffs in sight for this fall, wages can not come down. There is an absolute shortage of the more important raw materials. The tie-up in rail and water shipping is depriving many mills of the materials they need to keep at work. It is a certainty that in most lines production still lags behind demand.

We are in intimate and first-hand touch with all markets and it is our best judgment that the general level of commodity prices will rise somewhat before it starts on the inevitable decline.

One sign of returning health is that in the last sixty days we note a greatly increased demand for the less expensive grades of merchandise—dependable quality goods at moderate prices—and a relative falling off in the demand for the higher-priced, "fancy" grades which have been in such feverish demand for several seasons. We gather from this, and from what many customers have told us, that the mind of the buying public is changing. The average person seems to be returning to the habit of seeking a good article at a fair price rather than accepting the more expensive thing without question.

There is no doubt that one fruitful cause of high prices has been this very preference of the public for merchandise whose cost lay largely in trim and finish rather than in those qualities which make for service and good taste. As always, supply has followed demand. Makers and retailers have concentrated on the "fancy" ends of their respective lines at the expense of the more moderate-priced goods which are normally in greatest demand. Advances in "fancy" grades of merchandise have been very much more marked than on the medium-priced grades, on which competition is always keen.

In many retail stores the public has not been given a fair chance to buy moderate-priced merchandise. Either such goods have not been stocked or they have been kept in the background. This has served to give the public the idea that all goods have advanced equally, which is not the case.

We think the policy of denying people the chance to buy medium-priced goods has been short-sighted. It certainly is wrong now when the public is again asking the price before it makes the purchase.

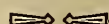
We are advising our customers to bring to the show places in their stores the moderate-priced goods which they now have in stock, and to make such goods prominent in their advertise-

ing and show windows as they have not been made prominent in several years. We know that even in this day of high-priced merchandise it is possible for the trade to buy goods of dependable quality at moderate prices, for the very good reason that now, as always, we specialize in just such merchandise.

Our business has never been so good as in recent months. The gain in sales of our five houses for the first four months of the year was 52 per cent over the same months of 1919. Our sales for the first three weeks of May show no slackening in demand.

So long as everyone who wants to work has a job at good wages, retail trade can not be but good. We advise our customers to keep their heads. If overstocked on seasonable goods or those of "fancy" grades they will do well, as always, to liquidate—at a loss if necessary.

In staple merchandise, we distinctly recommend that prices be figured on the bases of actual value without respect to what individual overstocked or hysterical competitors may do.

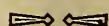


Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington, Ill.
W. C. Grams, Denver, Colorado
F. B. Waldo, Boston, Mass.
J. H. Roy, Quebec, Canada
William H. Richardson, Sidney, Australia
F. A. Peachey, Regina, Sask.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.



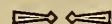
A Book of Egyptian Art

THE Display Manager's Handbook of Decoration," by Leslie Stuart Janes, is now ready for distribution and it is especially urged that display managers desiring a copy forward orders at once, as only a limited edition of this great work is to be placed on sale. The new book featuring the Egyptian series of design and ornament is the finest work of its kind ever produced and will be found of inestimable value in display and interior decorating departments.

It is a beautifully illustrated production comprising sixteen 9"x12" plates and twelve pages of detailed text. In addition is a hand made color

chart presenting thirty colors and combinations true to the Egyptian coloring tendencies of the ancient period. This chart, made by Paul Honore, artist of world-wide fame, is alone worth many times the price of the book. The chart, plates, on loose-leaf enamelled paper, and text are enclosed in beautiful Castilian leatherette portfolio cover.

See this book at Merchants Record and Show Window booth (45) at the I. A. D. M. Convention, Detroit, July 12-15. All orders should be directed to Book Department, Merchants Record Company, 5707 W. Lake street, Chicago. Special edition price, \$5.00 a copy.



Our Service Department

WITH the view of assisting our readers we will be pleased to furnish information as to fixtures, decorations and all kinds of store equipment.

The following list of subjects is printed as a help in asking for information. Check the subjects in which you are interested and send us the form. We will see that you receive catalogs and all available data.

Service Department,

Merchants Record Co.:

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Metal Display Fixtures....
Outside Show Cases.....	Wax Figures.....
Show Cases	Papier Mache Forms
Clothing Cabinets.....	Electric Signs.....
Elevators	Store Lighting.....
Store Seating.....	Window Lighting.....
Lace Racks.....	Show Case Lighting.....
Rug Racks	Color Matching Lamps....
Curtain Racks.....	Papier Mache Decorations.
Backgrounds, Ornamental..	Artificial Flowers.....
Backgrounds, Hardwood...	Card Writer's Supplies....
Cash Carriers	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Store Ladders.....
Delivery Trucks	Air Brushes.....
Metal Furniture.....	Wax Figure Repairs.....
Shelving	Floors for Show Windows.
Wood Display Fixtures....	

Write in names of subjects not listed.....

.....

We expect to build (.....) Remodel (.....)

Date

Name

Address

.....

Dimensions of Store.....

.....

.....

Cut out and mail to Service Department, Merchants Record Co., 5707 W. Lake St., Chicago.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

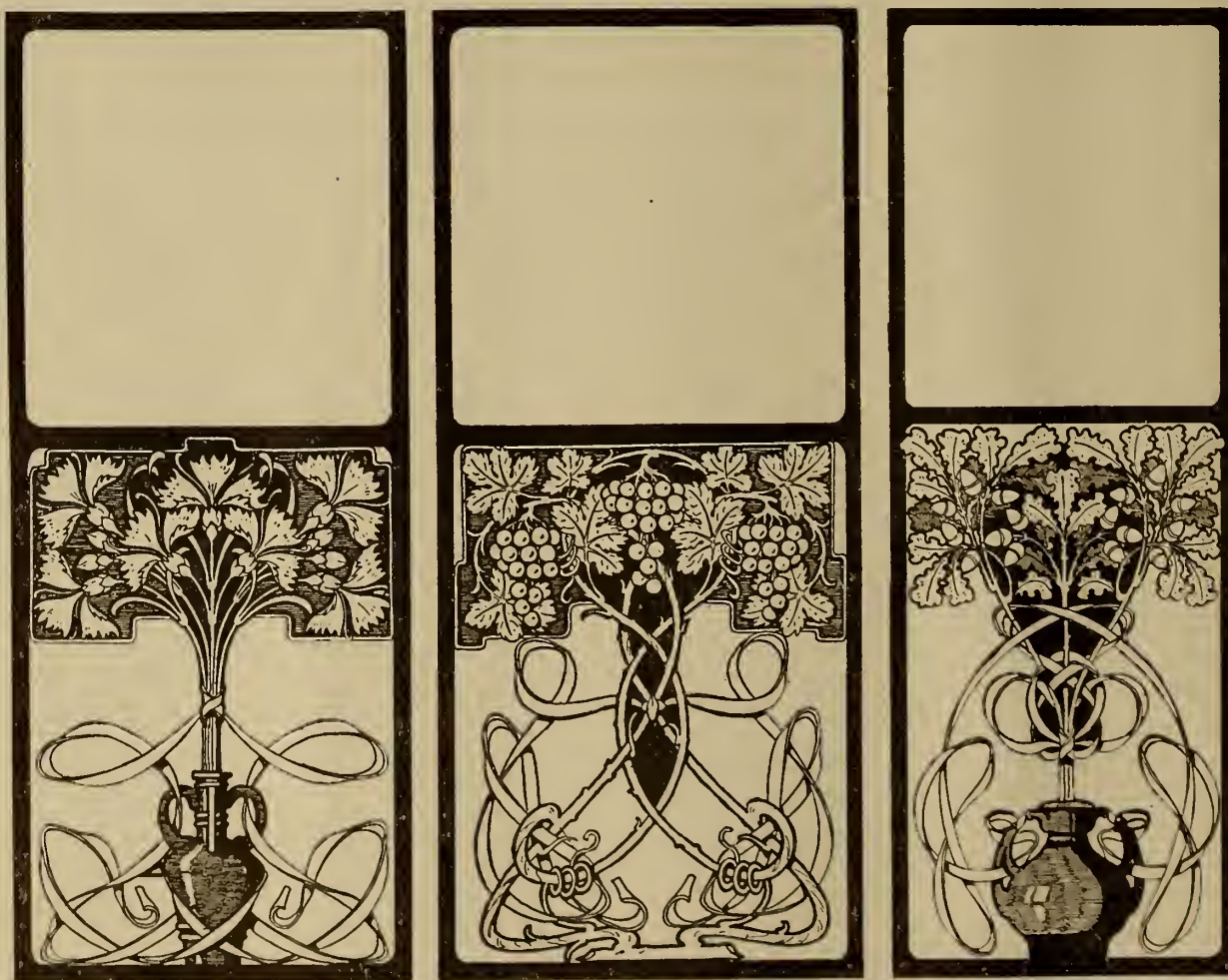
LAST month I commented on the fact that the average cardwriter should try his hand at sign painting.

This month I want to lay stress on the fact that the average free hand cardwriter after he attains a creditable amount of skill should practice a certain amount of mechanical lettering—that is, lettering carefully drawn with pencil and carefully inked in.

This means the use of a few good tools. Tools that should be bought with care and discretion and from a dealer who is trustworthy.

In the windows of certain merchants scattered over Chicago whose well known sign is three golden balls, I was impressed with the number of sets of drawing instruments of a certain make.

In shopping in the maker's store one day I asked



THREE TYPES OF INITIAL PANELS, BY G. WALLACE HESS, CHICAGO.



EXCELLENT EXAMPLE OF SHOW CARD WORK BY HOMER H. SEAY, WALKER D. G. CO., CHARLESTON, W. VA.

my salesman, a friend of twenty years standing, the cause for same. He replied, "We are making instruments here, and naturally we have a lot to learn. We preferred to sell these sets to pawn-brokers rather than over our counter as seconds. I wish our name wasn't on them, though." Don't buy instruments in sets. In the August or September number I will go into the subject of mechanical lettering in detail and explain why it pays, and why there is a special field for this class of work.

In commenting on little hints and helps in improving pen lettering, I overlooked one little item I use to advantage on the so-called speed ball pens.

You know the penholder of the ejector type? That is, the one with the sliding sleeve which, when pulled back lets the pen go with a fly. Either rubber or cork sleeve, former preferred. The cylinder in the end of penholder, where the pen rests, is split in center. Have you an old worn out brass edge ruler? Pull the strip of brass out, cut off a piece with old shears or cutting pliers about two inches

long. This brass is usually a strong eight inch wide. Taper one end to a point so end will be about a scant sixteenth inch wide—cut from each side of brass so point will be centered. Bend brass to an eyebrow curve. Slip in slit in center of particular holder referred to. Insert pen in holder. Adjust brass so it rests lightly against under side of pen and about one-eighth inch back from end of pen. This makes a dandy ink reservoir—better than any made in the U. S. Where small ball pens are used with fluid ink it is the one best bet to prevent a treacherous heavy stroke. Try it.

Would you like to learn water color painting? One of the simplest and best pamphlets I've ever seen on the subject, with studies in colors, at the profiteering price of ten cents with perhaps, two cents, or maybe only one for postage, is on the counters here.

Types of initial panels are shown here. Others more simple and easily drawn will be shown next month.

The initial panel hand colored is one of the prettiest decoration there is for sign card.



International Association

of Display Men

First Vice-President

L. F. DITTMAR, Rike-Kumler
Co., Dayton, Ohio.

Second Vice President

BERT CULTUS, Rhodes Bros.,
Tacoma, Wash.

Third Vice President

JAMES R. TREWHELLA, Jersey
City, N. J.

Treasurer

L. A. ROGERS, John D. Mabley,
Detroit, Mich.

President—E. DUDLEY PIERCE, Sibley, Linsay & Curr Co.,
Rochester, N. Y.
Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids,
Michigan.

An Educational and Business Organization

Executive Committee

B. W. CHRISTOPHEL, Chairman,
Frank & Seder, Pittsburgh, Pa.

Program Committee

CHAS. F. WENDEL, Chairman,
J. L. Hudson Co., Detroit, Mich.

Publicity Committee

JAMES W. FOLEY, Chairman,
5707 W. Lake St., Chicago, Ill.

Educational Committee

A. E. HURST, Chairman, 231 W.
39th St., New York City.

Membership Committee

SAMUEL R. WEISS, Chairman,
Chicago, Illinois.

A Word of Appreciation

WITH a deep appreciation of the co-operation of officers and committee executives I take this opportunity to make known my thanks for the assistance accorded me during the two years which I had the great honor and pleasure of serving as president of our great association, the International Association of Display Men. It is with unusual pride that I review the growth of the I. A. D. M. during the past two years, during which period the development of the organization has been far greater than during a similar period in its history. It is my sincerest wish that its progress continues and to this end I pledge whatever assistance it is within my power to give.

The I. A. D. M. today is recognized as an educational organization of tremendous power. It represents a profession giving to the great retail merchandising world its greatest selling force. The I. A. D. M., as an organization now takes equal rank in purpose and importance with the other great associations of international importance.

Another I. A. D. M. year is about to be ushered in. New officers are to be elected, and it is in this vital task of selection that great judgment should be exercised. Only the best qualified and biggest men in the display profession should be considered in the choosing of officers, and it is my earnest request that the right man will be chosen in Detroit to guide the I. A. D. M. during the term of 1920-1921.

In extending my appreciation of service rendered by officers and executives, and assistance so freely given by members, I wish especially to compliment T. Guy Duey, our secretary, for the remarkable conduct of his office, and to congratulate James W. Foley, editor of Merchants' Record and Show Window, who, as chairman of the I. A. D. M. publicity committee has secured for the association and 23rd annual convention, publicity of inestimable value.

Again offering my sincere thanks for the great aid of the officers and the many courtesies of the rank and file of the association, and assuring all of my keen

appreciation of the confidence reposed by honoring me with two terms as president, I am,

Yours for I. A. D. M. success,

E. DUDLEY PIERCE,
President I. A. D. M.



The Program Committee Chairman

THE stage is set for the greatest convention in the history of the I. A. D. M., and the certain success which is bound to mark the 23rd annual meeting, in Detroit, July 12-15, will be in most part due to the remarkable work of Charles F. Wendel, display manager for the J. L. Hudson Company, Detroit, and chairman of the 1920 I. A.



CHARLES F. WENDEL

D. M. Program Committee. The wisdom of President Pierce in selecting Mr. Wendel for the all-important task of staging the 1920 convention manifested itself at the outset. The Detroit man's executive ability and well known reputation for doing things in a big way fitted him most capably for the staging of the 1920 events.

Competitive Program Features

IN this department of the June **MERCHANTS RECORD AND SHOW WINDOW** was published the program of educational and social features to be presented at the 23rd Annual Convention of the I. A. D. M., to be held at the Arcadia, Detroit, July 12-15. The program as published, and as stated at the time, did not contain the list of display men entered in the big Competitive Demonstration classes. The lists have since been completed and a special program covering this new feature of I. A. D. M. meetings is printed below. A glance at the names of those to participate in the eleven demonstration classes will be enough to insure every display man of the calibre of the demonstration features. Several of the country's leading artists are scheduled for competitive tests and these numbers alone should prove of inestimable value.

Remember, there will be several special demonstrations in addition to those of the competitive classes, and listed among the former will be such experts of national fame as Herman Frankenthal, display manager for B. Altman & Co., New York, often referred to as "the dean of the profession," and originator and designer of a number of fashion drapes and display fixtures. Homer H. Seay, of Walker Dry Goods Company, Charleston, W. Va., an artist of rare ability. Mr. Seay is one of the most versatile display artists in the country, and will offer some unusual stunts with composition board cut-outs.

Arthur V. Fraser, display manager for Marshall Field & Company, Chicago, has a prominent place on the program and his address on "The Evolution of the Display Man" will be of great interest and value. Mr. Fraser is recognized generally as the greatest display artist of all time, and the show windows of Marshall Field & Company are known for their beauty throughout the world. Paul Honore, a nationally famous artist will provide a demonstration and lecture on "Color Harmony and Its Value." Other artists of national importance who will grace the program with special demonstrations and addresses include: A. L. Powell, Illuminating Engineer, Edison Lamp Company, Harrison, N. J.; J. B. Mills, Sales Manager, J. L. Hudson Company, Detroit; L. E. Weisgerber, that great artist in charge of the display department of Lord & Taylor, New York City; Edward K. Lummus, Almays, Ltd., Montreal; Fred Vollmer, Murray Sons Co., Hamilton, Ont.; F. A. Peachy, R. H. Williams & Sons, Ltd., Regina, Saskatoon; G. R. MacGregor, Hudson Bay Co., Winnipeg; J. H. Roy, Paquet Co., Quebec; James B. Mead, Hudson Bay Company, Calgary, Alberta; C. J. Potter, N. Y., Past President I. A. D. M.; T. P. Jones, Vice-President W. B. Davis Co., Cleveland; E. J. Berg, Past President I. A. D. M., and display manager for Burgess-Nash Co., Omaha, Nebr., and others of equal prominence in the retail merchandising world.



THE ST. LOUIS ASSOCIATION OF DISPLAY MEN STAGES "BEACH PARTY"



THE NEWLY ORGANIZED TWIN PORTS ASSOCIATION OF DISPLAY MEN

A list of participants in Competitive Demonstrations follows:

COMPETITIVE DEMONSTRATION—CLASS ONE—DRAPING ON FORMS.

Ellsworth H. Bates, C. W. Klemm Co., Bloomington, Ill.
W. Guy Warner, The J. L. Hudson Co., Detroit, Mich.
W. R. Nelson, The Dayton Co., Minneapolis, Minn.

COMPETITIVE DEMONSTRATION—CLASS TWO—DRAPES ON T STANDS

W. Guy Warner, The J. L. Hudson Co., Detroit, Mich.
B. J. Millward, Mannheimer Bros., St. Paul, Minn.
Fred Johansen, A. Holthausen Co., Union Hill, N. J.
Ellsworth H. Bates, C. W. Klemm Co., Bloomington, Ill.

COMPETITIVE DEMONSTRATION—CLASS THREE—LADIES' SHOES

V. L. Carson, Guarantee Shoe Co., San Antonio, Texas.
W. R. Scott, Fyfe's Shoe Co., Detroit, Mich.

COMPETITIVE DEMONSTRATION—CLASS FOUR—LADIES' HOSIERY

Peter Ciernia, Field & Schlick, St. Paul, Minn.
William E. Flint, Jr., Thompson-Hudson Co., Toledo, Ohio.

COMPETITIVE DEMONSTRATION—CLASS FIVE—LADIES' LINGERIE

G. P. Robinson, Walter E. Bedell, Inc., Buffalo, N. Y.
A. G. Monroe, Schuneman & Evans, St. Paul, Minn.
Fred Johansen, A. Holthausen Co., Union Hill, N. J.
J. E. Hopkins, Geo. A. Gray Co., Duluth, Minn.
Ellsworth H. Bates, C. W. Klemm, Inc., Bloomington, Ill.
William E. Flint, Jr., Thompson-Hudson Co., Toledo, Ohio.

COMPETITIVE DEMONSTRATION—CLASS SIX—CANADIAN ARTISTS ONLY

Fred Vollmer, Murray Sons Co., Hamilton, Ont. "Piece Goods on Wall Board Cut-Outs."

F. A. Peachey, R. H. Williams & Sons, Ltd., Regina, Saskatoon. "Displaying Dress Goods."

J. H. Roy, Paquet Company, Quebec. "Draping on Wax Figures."

James B. Mead, Hudson Bay Co., Calgary, Alberta. "Modern Ribbon Displays."

Edward K. Lummus, Almy's, Ltd., Montreal. "Simple and Effective Method of Showing Serge."

COMPETITIVE DEMONSTRATION—CLASS SEVEN—MEN'S CLOTHING AND ACCESSORIES

Carl W. Ahlroth, National Association Retail Clothiers, Chicago.

H. H. Sonfield, Henry Marks Co., Pine Bluff, Ark.
Geo. B. Scott, The Metropolitan, Dayton, Ohio.
A. L. Meadows, Washer Bros., Fort Worth, Texas.
A. C. Hanson, Clayton's, Detroit, Mich.
Dan Hansen, A. Schradski, Peoria, Ill.
Clement Kieffer, C. A. Weed & Co., Buffalo, N. Y.

COMPETITIVE DEMONSTRATION—CLASS EIGHT—MEN'S SHIRTS AND NECKWEAR

Carl W. Ahlroth, National Association Retail Clothiers, Chicago.

H. H. Sonfield, Henry Marks Co., Pine Bluff, Ark.
L. F. Dittmer, Rike-Kumler Co., Dayton, Ohio.
G. B. Austin, Bernstein Co., Greenwood, Miss.
D. N. Hansen, A. Schradski Co., Peoria, Ill.
Walter Curtis, M. L. Rothschild Co., Minneapolis, Minn.

COMPETITIVE DEMONSTRATION—CLASS NINE—MEN'S UNDERWEAR AND HOSIERY

Carl W. Ahlroth, National Association retail Clothiers, Chicago.

H. H. Sonfield, Henry Marks Co., Pine Bluff, Ark.
A. A. Hansen, Clayton's, Detroit, Mich.
D. N. Hansen, A. Schradski Co., Peoria, Ill.

COMPETITIVE DEMONSTRATION—CLASS TEN—MEN'S SHOES

W. R. Scott, Fyfe's Shoe Co., Detroit, Mich.
V. L. Carson, Guarantee Shoe Co., San Antonio, Texas.
Carl W. Ahlroth, National Association Retail Clothiers, Chicago.

H. H. Sonfield, Henry Marks Co., Pine Bluff, Ark.

COMPETITIVE DEMONSTRATION—CLASS ELEVEN—SHOW CARD WRITING

B. A. Rainwater, Hess & Culbertson, St. Louis, Mo.
A. L. Meadows, Washer Bros., Fort Worth, Texas.

COMPETITIVE DEMONSTRATION—ARTIFICIAL FLORAL PIECES IN UNITS

All Exhibiting Manufacturers and Dealers Eligible.

Special Entertainment Features

THE Program Committee of Detroit headed by Charles F. Wendel and L. A. Rogers has made elaborate plans for the entertainment of convention delegates and guests, and the fulfillment of these plans will in a great degree be attributable to the co-operation manifested by the merchants of Detroit. The greatest stores and store executives of the auto city seemed to fairly single Mr. Wendel or Mr. Rogers out in an effort to be of some assistance in making the Detroit meeting of the I. A. D. M. the success it is bound to be. The great appreciation of this essential in convention successes is not only realized by Mr. Wendel and Mr. Rogers of the Program Committee, but also by President E. Dudley Pierce and every member of the I. A. D. M.

Here are a few of the entertainment features:

Musical and buffet luncheon in the auditorium of the J. L. Hudson Company, compliments of the J. L. Hudson Company.

Auto ride for ladies through the park systems and boulevards of Detroit. Compliments of Detroit merchants.

Boat ride up the St. Claire river and Great Lakes. Courtesy of Detroit merchants. Entertainment and dancing. Glee club.

Visit to the factories and offices of the Henry Ford Motor Car Company. For the ladies.

Banquet and entertainment.

Special events.

Endorse Kieffer and Seay

THE Charleston Association of Display Men, Charleston, W. Va., have been holding bi-weekly meetings during the past two months and much of the time has been devoted to making plans for attending the 23rd Annual Convention of the I. A. D. M., and discussing ways and means by which the Charleston Association can be of greater assistance in the advancement of the display man's organization. The tremendous good already accomplished by this local forms one of the bright pages of I. A. D. M. history and in the matter of representation at annual conventions it is surpassed by none and the Charleston delegation is never without the enthusiasm and pep that goes far in the success of such gatherings.

At the most recent meeting of this club, held at the Hotel Ruffner, fifteen members stated reservations had been made at Hotel Statler, Detroit, which will be the headquarters for the Charleston "bunch"—with the Welcome Sign out to all convention friends.

Reporting the recent meeting of the local its Publicity Committee writes as follows:

At our last meeting Clem Keiffer, that "live wire" from Buffalo, was endorsed for president of the I. A. D. M., and Homer Seay, that tall, lanky "cut-out" demonstrator of the Charleson bunch given the O.K. for 1st vice-president. The membership club nominated these men because we think they are qualified and deserve to be elected to these offices. Clem Keiffer has been a hard worker for the I. A. D. M. for many years. He has served on the Membership Committee, was chairma of the Executive Committee, also was 1st vice-presi-



SAGINAW ASSOCIATION OF DISPLAY MEN

Standing, left to right—L. R. Johnson, Benj. Castanier, L. R. Gray, N. C. Gray. Seated, left to right—R. Thompson, O. G. Fuller, J. I. Banks, E. V. Wiley.

The Charleston Club feels very kindly towards any other candidate for these offices, but feel that it is their duty to support these two men in whom they have the uttermost confidence.

PUBLICITY COMMITTEE,
Charleston Association of Display Men,
J. E. HANCOCK,
M. C. NELMS,
MORTON L. HOFFSTADT.

Canton Display Men Organize

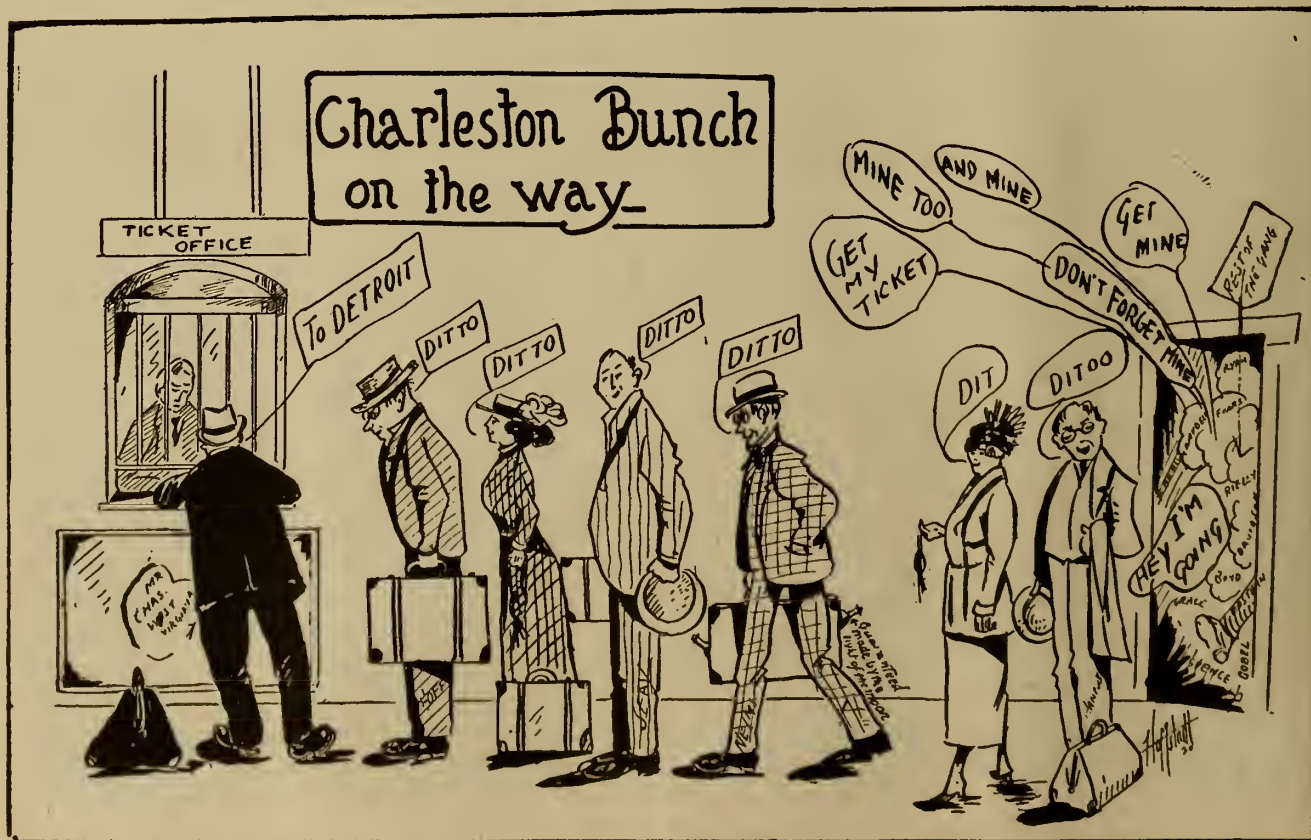
WITH the purpose of promoting the art of mercantile decoration and display advertising the display men of Canton, Ohio, have perfected an organization to be known as the Canton Display Men's Club. The new association lists among its members several artists of national repute, and indications are that this new local is going to prove a mighty force in the business and civic life of the community of which it is a part. It will also be welcomed into the ranks of the I. A. D. M.

Temporary officers have been named as follows: President, George Hewitt, Stern & Mann Company; vice-president, C. S. Wolf; secretary, Don L. Johnson; treasurer, W. Raymond Thomas; trustees, Lester Fry, D. F. Ritter and H. S. Scoville. The program committee is headed by A. J. Ritter, and R. B. Strawn is chairman of the membership committee, while C. E. Chapman will look after the publicity.

Kieffer, Seay and Lummus in Field

DISPLAY men will be interested in the announcements coming out of Buffalo and Charleston, W. Va., where the local clubs have at recent meetings perfected convention plans and given unqualified endorsement to the candidacy of Clement Kieffer, Jr., display manager for C. A. Weed & Company, Buffalo, who has been groomed by friends for a campaign the success of which would make Clem the next president of the I. A. D. M. Homer H. Seay, that popular artist of the Walker Dry Goods Company, Charleston, is given the O. K. of his local organization and is in the race for the office of 1st vice-president. Both are men of executive force and recognized leaders in the display profession and will no doubt make energetic campaigns for election.

Edward K. Lummus, display manager for Almy's Ltd., Montreal, has pitched his hat into the ring and will oppose among others, perhaps, Mr. Seay, for the office of 1st vice-president.



ARTIST M. L. HOFFSTADT PICTURES CHARLESTON'S GRAND RUSH FOR TICKETS TO CONVENTION CITY

Now Is Your Chance to Study at the KOESTER SCHOOL

Our course fits young men and women for actual business; it places in their hands the tools with which to work

OUR SUCCESS

has been little short of Marvelous, yet our terms are Most Moderate.

This message is to the man who is

—Earning less than he ought to earn.
—Discontented because he knows that he is a “misfit” in his present position.

—Depending upon some stroke of luck to put him in a better job.

If you are not “getting anywhere” for one or more of these reasons—**make it your business to find out what is wrong.**

Most “misfits” have settled them-

selves in jobs that give them **no chance to grow**—hindered their own advancement by failing to **develop the money-earning power** of their natural ability.

Don't “mark time” where you don't belong! Let the Koester School **fit you for the job that you were meant to fit.**

In our **fifteen years' experience** in training men for promotion, we have **fitted thousands of students and graduates** for the big jobs ahead.

Business Men Are Particular

They are not looking for inexperienced or incompetent help. They want young men and women who have been trained to do special work, instead of experimenting with unskilled heads and hands. This is your chance to make good.

Write Today for Full Details
THE

KOESTER SCHOOL

With Which Is Consolidated the
Economist Training School of
New York.

314 S. Franklin Street
CHICAGO

Largest and oldest
school of its kind.
Located in the
Window Display
Center of the
World.

Other men of national fame whose names have been mentioned for office include Charles F. Wendel, display manager for J. L. Hudson Company, Detroit, and chairman of the 1920 Program Committee. Ben J. Millward, display manager for Mannheimer Bros., St. Paul; E. Dudley Pierce, president of the I. A. D. M.; Walter Zemitzsch, display manager Famous Barr, St. Louis, and L. F. Dittmar, Rike-Kumler Company, Dayton, Ohio.



Saginaw 100% Enthused

SAGINAW, Michigan, is the latest city to enter an application for membership in the I. A. D. M., a local organization of display men having recently been perfected in the Michigan city. Twelve progressive display artists comprise the strength of the organization at the present time and the enthusiasm of the local may be readily judged from the promise of 100% attendance at the 23rd annual convention of the I. A. D. M., to be held in Detroit, July 12-15.

The officers of the Saginaw Association of Display Men are: President, O. G. Fuller, display manager, M. W. Tanner Company; vice-president, J. I. Banks, display manager, W. C. Wiechmann Company; secretary and treasurer, E. V. Wiley, display manager for the Bancroft Drug Company. Other members of the association are: L. R. Johnson, Morley Bros.; Benjamin Castanier, Mercer Company; L. R. Gray, Morley Bros.; N. C. Gray, Walk-Over Shoe Company, and R. Thompson, Barie Company.

Application for charter has been filed with T. Guy Duey, Grand Rapids, Mich., secretary of the International Association of Display Men.

Who's Who in the Profession

E. Dudley Pierce

President International Association of Display Men

THE fact that E. Dudley Pierce was born in a log cabin immediately leads one to the anticipation of great accomplishments by that individual, and like many of those having first seen the light of day midst the similar surroundings Mr. Pierce has made a name for himself in his chosen profession. This fact alone does not qualify Mr. Pierce for a place in the "hall of fame," but the success which was destined to be his and which has been so complete as to win for him the first office in the display men's official association does, we feel, entitle him to a review in this column.

Having completed his first years of store service with the John Smith Co., Mr. Pierce entered a New York school of mercantile training from which he graduated in 1904, immediately taking a position with Minnich Bros. Co., Greenville, Ohio. From this position his progress was marked and rapid and proved the stepping stones afforded by positions with a number of progressive stores that Mr. Pierce landed at the top of the heap just six years after

his graduation from the New York mercantile institute. He saw service with Geo. Benkert Co., Piqua, O.; De Weise & Bidleman, Dayton, Ohio; Union Clothing Co., Rochester, N. Y., and Goldsmith Bros. Co., Scranton, Pa., before associating himself in his present post with Sibley, Lindsay & Curr Co., Rochester, N. Y.

This great Rochester merchandising institution where Mr. Pierce is now rounding out his tenth successful year as director of display department has 13 acres of floor space, 24 show windows and employs 2500 salespeople. Mr. Pierce's record with this concern is well known among display men and merchants. Toys have been his hobby and his toy displays are widely known. He not only has charge of all the display work of the building but also buys the fixtures and equipment for the entire building.

A beautiful collection of trophies won in great display competitions is a proud possession of this popular display artist and includes a number of



E. DUDLEY PIERCE

prizes offered by MERCHANTS RECORD AND SHOW WINDOW in its monthly and annual competitions. He has not been idle in I. A. D. M. contests and lists a number of the Associations gold medals in his collection.

Mr. Pierce's connection with the I.A.D.M. dates back to 1905. Always a staunch supporter of the Association and its principles Mr. Piercc has actively engaged himself in the duties of developing this great organization with marked success. For a number of years he had been a member of the Executive Board and found time to assist in other directions the growth of the body. In 1918, when the Association was casting about for a big man for a mighty proposition Mr. Pierce's qualifications and past accomplishments loomed auspiciously with the result that the Rochester artist was accorded the highest honor within the province of the Inter-

*If it goes
in a window—
Adler-Jones
has it!*

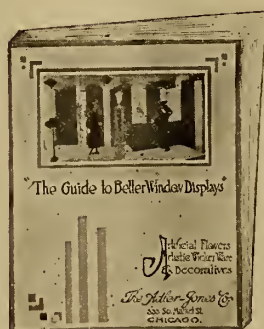


The Mark of Superior Decoratives

The Adler-Jones "Seal of Service" stands for more than simply decoratives—it's the mark symbolizing Superior Decoratives.

Whether its Artificial Flowers, Wicker Basketware, Papier-Mache, Valances, Parade Decoratives, or Window Decoratives of any kind, you'll find here something a little bit more than ordinary in design and quality.

And if nothing we have quite meets your need—our Service Department stands ready to design, free-of-charge, Decoratives to fit your desires.

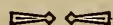


Write now for your free copy of the Fall "Guide to Better Window Displays." It contains a wealth of new Fall designs—just off the press.

The Adler-Jones Co.
206 S. Wabash
Chicago

national Association of Display Men. So successful was he that when the I. A. D. M. convened in Chicago in 1919 Mr. Pierce was accorded the rare honor of re-election to the office of president.

E. Dudley Pierce is what we term a "regular feller" and when you visit Detroit this July on the occasion of the 23rd annual convention of the I. A. D. M. seek out Mr. Pierce. He will be delighted to shake your hand, and you will find in him a democratic fellow anxious to be of assistance whenever possible.



Letter from St Paul Merchant

YOU display men who are anticipating your 1920 convention at Detroit will be engaged while there in the selection of a city for your 1921 convention. Saint Paul wants you in 1921 and we believe that you want Saint Paul. While attending the convention this year consider these very important factors—climatic conditions, hotel accommodations, convenience of meeting places, entertainment features, the number in attendance and the spirit shown.

When you attend a convention you undoubtedly do so because you believe that you can derive some valuable information. You get away from the every day rush of business. You forget your troubles, meet other men engaged in the same work, exchange ideas and all become richer by this interchange of thought. Now that is the principal reason why you attend, the business reason, but that is not the only reason.

You do not want to be so deeply interested in the business side that you forget the social features. There will be evenings when there are no business sessions, morning, evening and noon hours when entertainment will claim your attention and if you bring your wife her chief interest will be in the social functions. Assuming therefore that it is on a business and social basis that Saint Paul must appeal for this convention I want to direct your attention to some reasons why you will want to come to Saint Paul in 1921.

Saint Paul hotel accommodations are far superior to those of most cities of its size. There are several first class commercial hostelries as well as family hotels. Clubs and restaurants would do credit to cities two or three times the size of Saint Paul. You will rest well and eat well while in the "Saintly City."

Your meeting place, the Municipal Auditorium, is one of the largest, best equipped auditoriums in the country; a stone's throw from your headquarters' hotel. Arranged as a theatre it will seat 3,500, and when thrown open for a convention 10,000 can be seated. It's acoustic properties amaze construction experts and they come from all over the country to study this building. You can hear

the speakers, see the displays, get in and out without crowding. It is an ideal meeting place. If you need more room there are nine other large halls within a few blocks.

You can motor over a hundred miles of beautiful boulevards out through the residential section along the River Boulevard and across to the other twin. You can enjoy a boat ride on the Father of Waters or out at one of our many lakes. Aeroplanes make daily flights and carry passengers. Our baseball team can be seen in action at the largest base ball park in the American Association. Public and private golf links abound. There are millions of fishes in Minnesota's Ten Thousand Lakes and although some of the leading theatres will be closed in July there will be stock productions, park concerts and movies galore.

Come to Saint Paul and from the moment your train steams into our \$14,000,000 Union Station until you regretfully board an outgoing train you will not experience one solitary dull or uninteresting moment. Saint Paul's climatic conditions, hotel accommodations, convenient auditorium, wonderful sights, glorious entertainment possibilities, and most important of all, big hearted, whole-souled people, make it the Ideal Convention City.

W. A. McLEOD, Treasurer,
Emporium Mercantile Company,
Saint Paul, Minnesota.

For Our Advertisers

New Flower Catalog

An interesting catalog of fall flowers and other decorations has just been issued by the Modern Artificial Flower Company, 840 North avenue, Chicago. This firm, of which Arnold Abrams and Harry Green, respectively, are president and treasurer, has a wide knowledge of the requirements of the display man, and the designs for the fall season shown in the catalog represent an exceptionally good line of flowers, foliage, sprays, etc.

The Modern line will be on exhibition at the I. A. D. M. convention in Detroit and an invitation is extended to all display men passing through Chicago on their way to or from the convention to visit the factory and display room of this firm.

Those who are not on the mailing list of the Modern Artificial company will do well to write for the new catalog.



Flower Catalog De Luxe

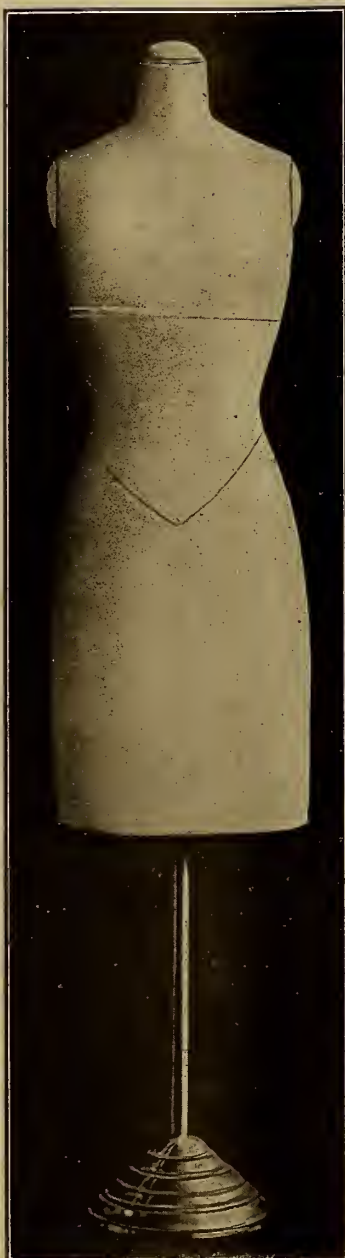
The fall catalog of the Schack Artificial Flower Company strikes a new note in this class of literature for the display man. It contains some strictly original ideas, and any display man whose name is not on the Schack mailing list will do well to write for this interesting and instructive book.

A number of the pages are printed in full colors, showing the big Schack line in all of the delicate shades in which the flowers themselves appear. The color plates have been handled with exceptional care and the most delicate tints have been reproduced with remarkable accuracy.

A feature of this catalog that will appeal to the display

All Forms Should Have These Narrow Shoulders

To Correctly Display the New Fashions in Women's Wear



No. 66 F/G/D

Leading houses everywhere are discarding forms with the round, extended or other shoulders as being old fashioned.

Our forms are up-to-the-minute in every detail of construction. Note the new top—the correct proportions.

Write us for new and beautifully illustrated folder of Dress, Sweater, and Waist forms. Also extension dress figure.

No. 66 F/G/D

Correct Models in Dress Forms

As illustrated here

Papier mache. New top D style. Flesh tinted enameled bust, covered below with white Jersey cloth, or sateen, as desired. Standard $\frac{7}{8}$ x30 inches. Ten-inch B base. Write to us any time you need anything for "window dressing and display."

We are also showing these identical narrow shoulders in the following:

No. 67 W/P/G/D
New Extension
Dress Figure

No. 76 N/G/D
Sweater Form

No. 75 D/G/D
Waist Model

REMEMBER

The date of the I. A. D. M. convention at Detroit, July 12-15, inclusive, we will have everything new and clever in wax, also model forms and metal fixtures. A full staff of representatives will be on hand to serve you.

Our staff of representatives will embrace:—R. C. Quensell, Irwin G. Culver, W. C. Cardlish, C. E. Smiley, A. J. Hills.

Be sure to look us over

J. R. Palmenberg's Sons, Inc.

63-65 West 36th Street, New York

Boston
26 Kingston St.

Chicago
204 W. Jackson Blvd.

Baltimore
108 W. Baltimore St.

man who buys by mail is a color keyplate. By using this keyplate the stock colors of the hundreds of flowers shown in black and white throughout the big catalog may be seen at a glance. This arrangement makes it an easy matter for the display man to select exactly the tint he may require to carry out any color scheme.

This firm is bringing out a remarkably attractive new flower for the coming fall season. It is called the Cactus Dahlia and is sure to become highly popular. While the Cactus Dahlia is distinctly new and different, it is not in the least freakish. It is strikingly attractive in color and form and the semi-metallic foliage in changing autumn tints is as pleasing as the flowers.

The Cactus Dahlia, together with a number of other new Schack products, will be shown at the Detroit convention.



Quality Decorations

Adler-Jones Company's catalogs are always interesting and are looked forward to by thousands of display men on account of the many clever new ideas brought out each season. Their fall catalog, which is just off the press is even more interesting than usual. It not only shows a splendid line of fall floral decorations in color, but also illustrates an exceptionally good line of wickerware, screens and other decorative specialties that are constantly being originated by Harry Jones, Carl Meier and other competent designers connected with this firm.

The Adler-Jones catalog is called "The Guide to Better Window Displays," and it certainly deserves this descriptive title, as it serves each season to point the right way to many display men who are in need of the helpful suggestions every issue contains. Any display man who does not receive this book regularly is missing something and should write to have his name put on the Adler-Jones Company mailing list.

At the Detroit convention of the I. A. D. M. the Adler-Jones Company will introduce a number of brand new decorative features that will be shown for the first time. The stage in Convention Hall will be used for this exhibit, which will be one of the most notable ever shown at any display men's convention.



Decorations At A Saving

The Service Artificial Flower Company, 1307 Clybourn avenue, Chicago, has just issued a catalog that will be welcomed by the many display men who wish to make a good showing in their windows but have a limited appropriation with which to do it.

The Service line is a large one that offers a wide and varied selection, and the prices are decidedly moderate. In appearance and design these flowers are all that could be desired. They are made from the best paper and handsomely colored. This firm also manufactures a splendid line of wickerware, papier mache, backgrounds and other decorative specialties.

The factory is modern in every detail and is equipped with the most improved machinery to turn out high class merchandise at the lowest possible cost.

The new catalog is one that is well worth the trouble of writing for.



A New Fixture

A display fixture of an entirely new type has been developed by the Superior Brass & Fixture Company. It is a decidedly clever idea that will make a decided hit with the many display men who are always looking for something new. This novel and ingenious device is to make its initial bow at the Detroit convention of the I. A. D. M., and we are therefore not permitted to give an extended description of it at this time.

The manufacturers offer one of the new fixtures as a

prize to the person suggesting the most suitable name for it. This competition is freely open to anyone who cares to enter it. An illustrated circular showing the fixture and how it is used will be sent to any address upon request. This circular also explains how to enter the name contest and supplies a blank form to be filled out by contestants. As this fixture is one that is well worth winning and there is no expense of any kind connected with the contest, it is suggested that display men write for complete information to the Superior Brass & Fixture Company, 316-318 West Jackson boulevard, Chicago.



New Flower Display Room

The Mutual Flower Company of New York has opened up a new display room at 1142 Broadway, near Twenty-sixth street. In this convenient location will be shown a complete line of window and store decorations, including flowers in great variety, sprays, vines, fruits, baskets filled and unfilled, and many novelties.

Until within the last year or so the Mutual Flower Company distributed practically all of its output through jobbers. Since last fall this company has been selling direct to the user of flowers, thus saving the latter a middleman's profit.

The Mutual line is now well and favorably known to display men all over the country. The combination of high class goods and moderate prices is building up a business which has necessitated the new display room.

A new fall catalog is now ready for mailing. It will be sent to anyone upon receipt of a request addressed to the Mutual Flower Company, 82 West Third street, New York.



Plastic Ornaments

The Chicago Statuary Manufacturing Company announces its establishment in the new and greatly enlarged quarters at the intersection of Desplaines and Kinzie streets with Milwaukee avenue, Chicago.

The line now manufactured by this firm will be of particular interest to the display man. It comprises statuary, fountains, urns and a great variety of other plastic designs. A display of this class of decorations will be shown at the Detroit convention in the booth of J. F. Gatschhoff & Co. Mr. Groppi will be in charge of the exhibit.

Dave Polay

DISPLAY men and merchants generally will read with genuine sorrow of the untimely death of Dave Polay, who was fatally injured in an automobile accident in Chicago, June 6th, and died a few hours later without regaining consciousness.

Dave, as he was familiarly known from coast to coast, probably had a wider acquaintance among display men than any other one man. He was credited with being one of the cleverest handlers of men's wear in the profession and has had charge of the windows of several important stores.

During the past few years he had been closely associated with the display fixture industry. In the field of wood fixtures he was an important influence and a number of the best known period designs were originated by him. His efforts had much to do with making wood fixtures as popular as they are today.

For many years Dave was a prominent figure at I. A. D. M. conventions and hundreds who attend the Detroit meeting this year will feel his loss keenly.

A Big Hit at the Detroit Convention, July 12 to 15



"Make every stroke
a Perfect Stroke."

My attractive booth the mecca for hundreds of Display Men and my
brand new, handsomely illustrated Catalog of

"Perfect Stroke" Brushes and Supplies

in demand by all.

Hundreds of articles—for your especial purpose—are
alphabetically listed and shown in pictures accompanied
by text. It is the most helpful catalog ever compiled.
You'll want to refer to it the same as you do to your
"Websters."

Bert L. Daily

126-130 E. Third St., Entire Fourth Floor
DAYTON, OHIO

Decorative Fixtures

On Display in July at the I. A. D. M. Convention at Detroit, show why we are the leading manufacturers of wood display fixtures. From a practical standpoint, as well as artistic design and high grade workmanship, our fixtures are the best made. Be sure and see our display for new ideas in window work. If not attending convention, send for our new catalogue.

Decorative Fixture Co.

16th and Jefferson Streets

Chicago, Ill.

WE KNEW

There Was a Tremendous Demand for Interior Decorations BUT

To be swamped with orders, we did not expect
For Fall We Advise Placing Your Order Now

What is the sense of buying expensive cloth foliage, when you must actually feel these Mimeo-graph Paper Leaves to know that they really are made of paper?

MAPLE SPRAY

Made also in Oak, Grape and Chrysanthemum foliage, 5½ feet in length, 2½ feet in width. Made in beautiful autumn shades, true to nature. Dozen, \$30.00; Vines to match, \$18.00; per gross yards.

CHRYSANTHEMUMS

On 18-inch stems, made in every color, per gross, \$10.50. The same flower, on short stem to use profusely, per gross, \$6.75. We also make from your original sketch, your idea of just what a window decoration should be like.

R. E. Gebhardt Co., 322-324 W. North Ave., Gebhardt Bldg., Chicago

Also on Display at

**Atlanta, Ga.
Southern Decorating Co.**

**Indianapolis, Ind.
E. J. Boyle and Brothers**

Personals

B. V. CHRISTOPHEL, display manager for Frank & Sedar, Pittsburgh, and chairman of the I. A. D. M. Executive Committee, was a recent visitor to Chicago.

I. D. OSBORN, recently engaged in display work at Logansport, Indiana, has accepted the display manager's post at the Mason Clothing Company, Springfield, Missouri.

ROBERT REHM, formerly display manager for Wolf & Dessauer, Fort Wayne, Indiana, is now directing the window and interior decorating department of the Patterson-Fletcher Company, Fort Wayne.

G. A. JACOBSON, formerly engaged in display work at Kalispell, Montana, is now in charge of the display department for the Gravelle & Kelly Company, Coeur D'Alene, Idaho.

B. A. NEWMAN is now directing the display department at the J. C. Penny Company store, Astoria, Oregon. He was formerly with the Blakley Dry Goods Company, Spokane, Wash.

WALTER ZEMITSZSCH, display manager for Famous-Barr Company was in Chicago recently. Walter, a most enthusiastic factor in I. A. D. M. events, promises a 100% St. Louis representation at the Detroit meeting.

FRANK GROSS is attracting much favorable attention with his artistic displays for the Cain & Bernkopf store, Corning, New York.

E. JACKSON, formerly of the staff of Herman Frankenthal, display manager for B. Altman & Co., New York City, is now assisting in the decorating department of W. A. Wieboldt & Co., Chicago, where Mr. Oehler has charge of display work.

PHILIP KLEIN, for several years employed in display work in Hamilton, Ont., has been appointed director of the display department of The Model Cloak and Suit Company, Hamilton.

EDWARD WINQUIST, formerly display manager for the Diamond Clothing Company, Calgary, Canada, is soon to assume display manager's post with a Seattle, Wash., store.

J. T. SCHAFFER, display manager for the Gluck's Stores Company of Pennsylvania and Ohio was in Chicago recently placing orders for fall opening decorations for the new Sharon, Pa., store.

ROBERT L. BARBEY, formerly of Herdon's Dry Goods Co., Springfield, Ill., has been named as first assistant on the display staff of the Gluck's Stores Company, Pa. and Ohio.

B. F. GIBBONS, formerly display manager for The Shore-Newcom Company, Miles City, Montana, has resigned and will, in the near future, take charge of the display department of a big Portland, Oregon, store.

The Kind of Decorations You've Been Looking For

Service Decorations are not only exceedingly satisfactory in appearance—they are equally satisfactory in price—

In appearance, they are equal to the most expensive cloth flowers. They are designed with the greatest care and colored exquisitely in all of nature's wonderful tints. Even an expert would have difficulty in telling the difference between SERVICE FLOWERS and the costliest imported ones when shown side by side in a show window.

If you wish to cut down your window display expense without detracting from the beauty of your windows, use Service Flowers for fall.

Our new catalog has been delayed but is now ready for mailing. You will find it full of new ideas for your autumn windows. Send for it before planning your autumn windows. It will save you money.

The Service Artificial Flower Co. 1307 Clybourn Ave.
CHICAGO

You Should Send for Our Price List and Booklet of Wm. & Mary—Colonial and Plain Wood or Metal Fixtures



No. C400—Diamond shirt stand. 12 in. x 12 in. top, 18 inches high, for shirts, underwear, pajamas, hosiery and neckwear displays.
Price\$3.50



No. C401—Boxed goods or shirt stand. 7 in. x 14 in. top, 12 or 18 inches high.
Price\$3.50

NOTE—All connecting parts of our fixtures are put together with metal jointed construction, giving much additional strength and added life to the fixture.



Morris Leon Mfg. Co.

719 N. CLARK ST.,
CHICAGO, ILL.

Finished in any color, Oak or Mahogany, or any special finish.



No. C403—Colonial Pedestals.
12 in. high.....\$3.50
18 in. high..... 3.75
24 in. high..... 4.35
30 in. high..... 4.80
36 in. high..... 5.25



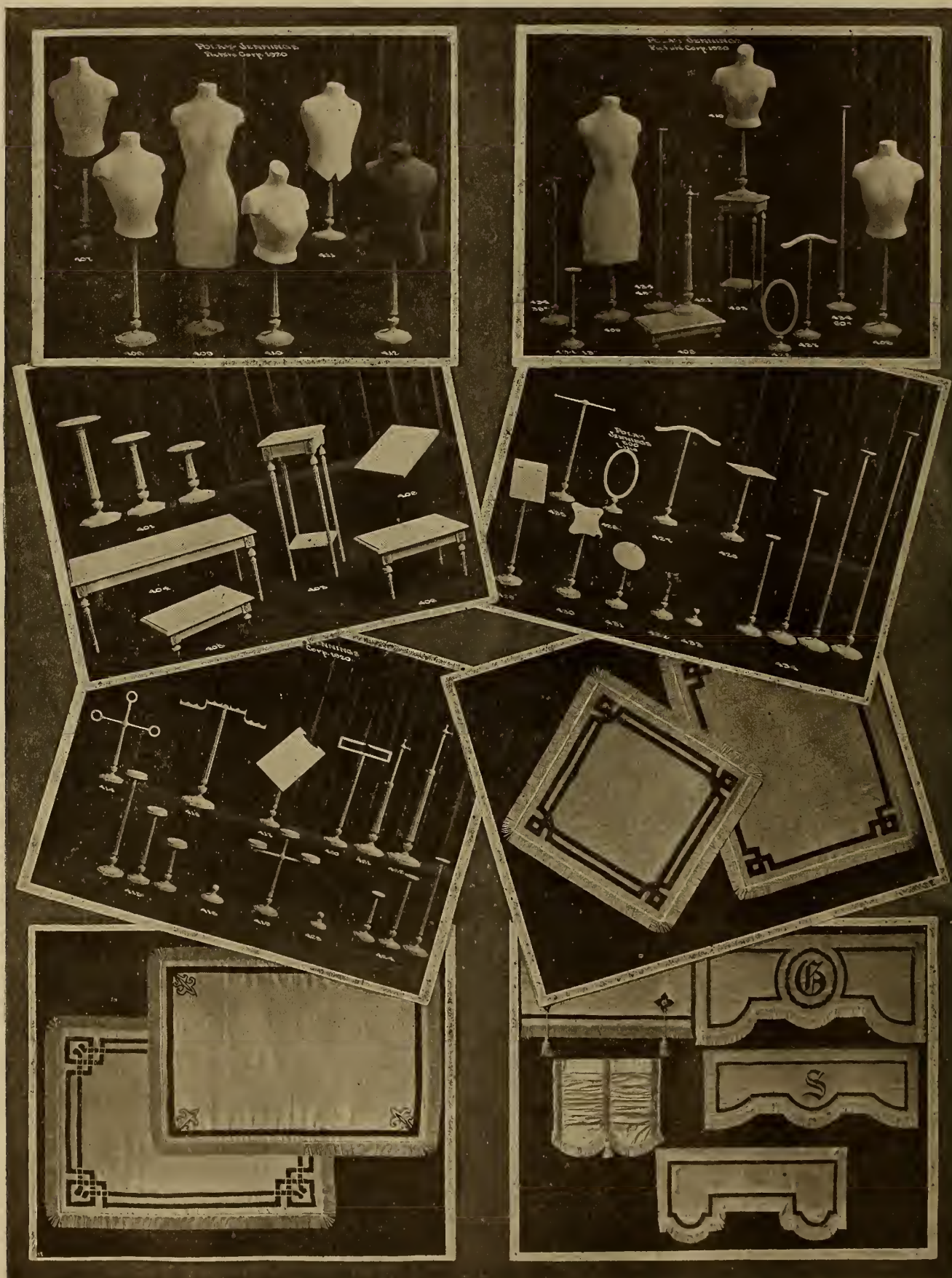
No. C402—Plateau for Unit Displays.

Height 12 in., top 8 in. x 14 in.\$4.00
Height 18 in., top 8 in. x 14 in.\$4.50

Send for booklets of our complete line

All orders sent in now insure prompt attention

We have our famous "FOUR HUNDRED" line in stock ready for finishing and can guarantee prompt shipments. Send for our circular and place your order now.

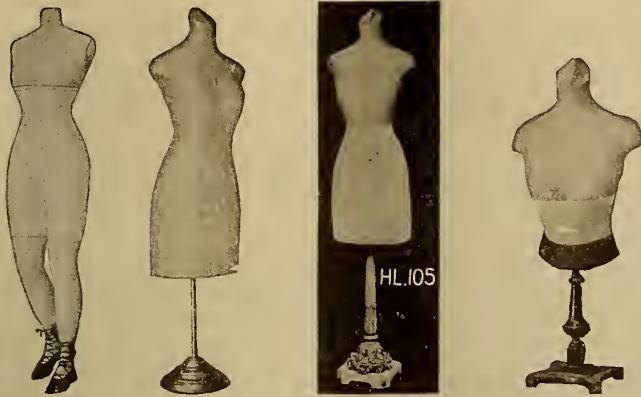


Above are shown a few numbers from our "400" Line.—Perfect in workmanship and material.—Satisfactory in price.

Polay-Jennings Fixture Corp.,

Manufacturers of World's
Finest Display Fixtures

Chicago



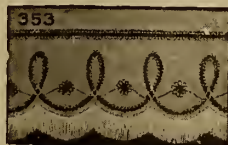
Our line of forms for the coming season are modeled to conform to the prevailing mode of the garments—the enameling is absolutely smooth egg shell finish. The metal standards are supported by our beautiful high bases—noteworthy for heavy iron weight inside of the shell covering.

Also Beautiful "Period" Wood Mountings Furnished



For a full line of Period Wood Fixtures for all lines, and embracing some exclusive and new designs ask for our Catalog "L."

Catalog "E" shows the line of metal fixtures, Racks, Hangers, etc.



Window Valances, a large stock on hand for immediate delivery. Send for samples.

Window Rugs: Our beautiful line of exclusive designs, made of silk Velour (also cloister cloth), come in 18 colors and over 400 designs in art Borders.

Ask for leaflet showing actual colors; also swatches of materials.

Decorating Plushes, ask for samples.

Visit Our Chicago or New York Show Rooms

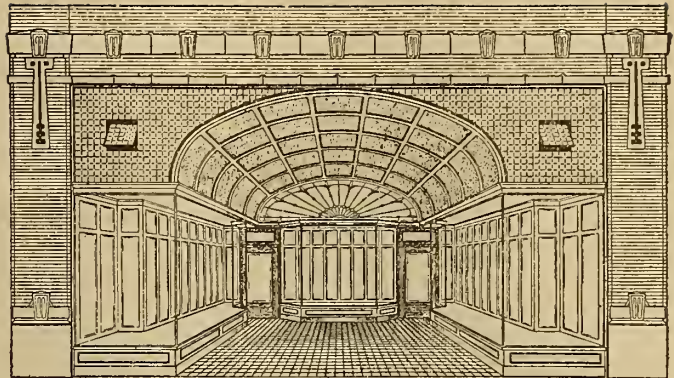
THE HECHT FIXTURE CO.

Medinah Building

CHICAGO

Wells St. & Jackson Blvd.

NEW YORK SHOW ROOM:
65-67 East 12th
Bet. Broadway and 4th Ave.



Kawneer SOLID COPPER STORE FRONTS

Draw Buyers Inside to BUY

Sales increases ranging from 25% to 50% are common among stores equipped with Kawneer Fronts.

New business can be traced directly to the sales-pulling design of Kawneer Fronts.

"I saw what I want in the window" soon becomes a familiar phrase to salesmen in Kawneer-equipped stores.

Kawneer Fronts have helped more than 100,000 progressive merchants sell more goods. We can help you. Let us show you how. Just pin the coupon to your letterhead and mail today.

THE Kawneer COMPANY

NILES MICHIGAN

The Kawneer Company,
Front Street, Niles, Michigan

Please send me one of your Books of Designs.

Name
Address

Do Not Fail to See Our
SPECIAL DISPLAY

at the I. A. D. M. Convention, Detroit,

July 12th, 13th, 14th, and 15th.

DISPLAYMEN: Do not forget to see our complete line of CLOTH and PAPER decorations. Can give you any special colors desired. Size of booths 12x52 feet, Booth Nos. 49, 57, and 63, next to the SHOW WINDOW.

Do not forget the date.

If you can not attend the Convention write for our large fall catalogue.

Notice — Display Men.

We have just the thing in green grass effect flooring for your windows, it is the latest in floor coverings on the market. Can be made in any size to fit your windows, price, \$1.25 per square yard.

J. F. GASTHOFF & CO.,

*Leading Manufacturers of Artificial Flowers
and Decorative Supplies*

DANVILLE,

...

...

...

ILLINOIS



When Making Changes In Your
Store Front, Do Not Overlook

**The Most Important
Improvement—Your
Show Window Lighting**



*No other change, no matter what the cost,
will so improve your windows*

A one-piece glass silver plated reflector of special design is now the recognized standard for window lighting. Compared to trough reflector or any other system, double the light will be obtained, using the same lamps. Not only twice the light at the same cost, but a better quality, making the window attractive and the goods displayed desirable.

Of Reflectors of This Kind,

“PITTSBURGH” REFLECTORS are

Insist on “Pittsburgh”
from your electrical
contractor.

The utmost in efficiency.
Unequalled for durability.
Most economically installed.
Lowest in price.

Write for catalog.
Submit sketch of window
for free lighting plans.

PITTSBURGH REFLECTOR AND ILLUMINATING CO.

Chicago Office,
565 W. Washington St.

PITTSBURGH, PA.

San Francisco Office,
75 New Montgomery St.

Use Feldman's Humanized Wax Figures In Your Fall Displays



Feldman's Wax Figures will give class and distinction to any merchandise that you show with them. They have a charm and grace that catches the attention and turns the passerby into a customer.

You will find that any garment looks better on a Feldman Figure.

Send for Our Catalog

Our latest catalog shows our complete line of Humanized Wax Figures and display fixtures of every description. If you haven't received a copy, send for it at once. You will find it a big money saver when you are ready to select your fixtures for fall.

We also manufacture valances, artificial flowers and original novelties.

Feldman Fixture Co.
22-26 W. 30th St. New York

"The Standard Quality"

Devoe Show Card Colors for making Artistic Cards, Signs, Posters, Price Tickets, etc.
WATER COLORS—Ready for use with brush or pen—Use water to thin.



Twenty-four
Colors

Including
Gold and
Silver.

Actual size of 2-oz. Jar.
Send for Folder and Color Card.

Devoe Show Card Brushes are made in a large variety of styles with nickel and copper ferrules. Recommended and used by leading Card-Writers and Sign-Painters everywhere.

DEVOE & RAYNOLDS CO., INC.

New York Chicago Kansas City New Orleans Buffalo
Denver Minneapolis Cincinnati

Fit Your Windows with ONLI—WA Display Fixtures That Attract Attention.

Colonial Period
Styles for all
Kinds of Goods



See our Display Booth
No. 67 at the I. A.
D. M. Convention,
Detroit, July 12-13-14-15

Send for our latest catalog No. 6 showing our complete line of High Grade Wooden Display Fixtures.

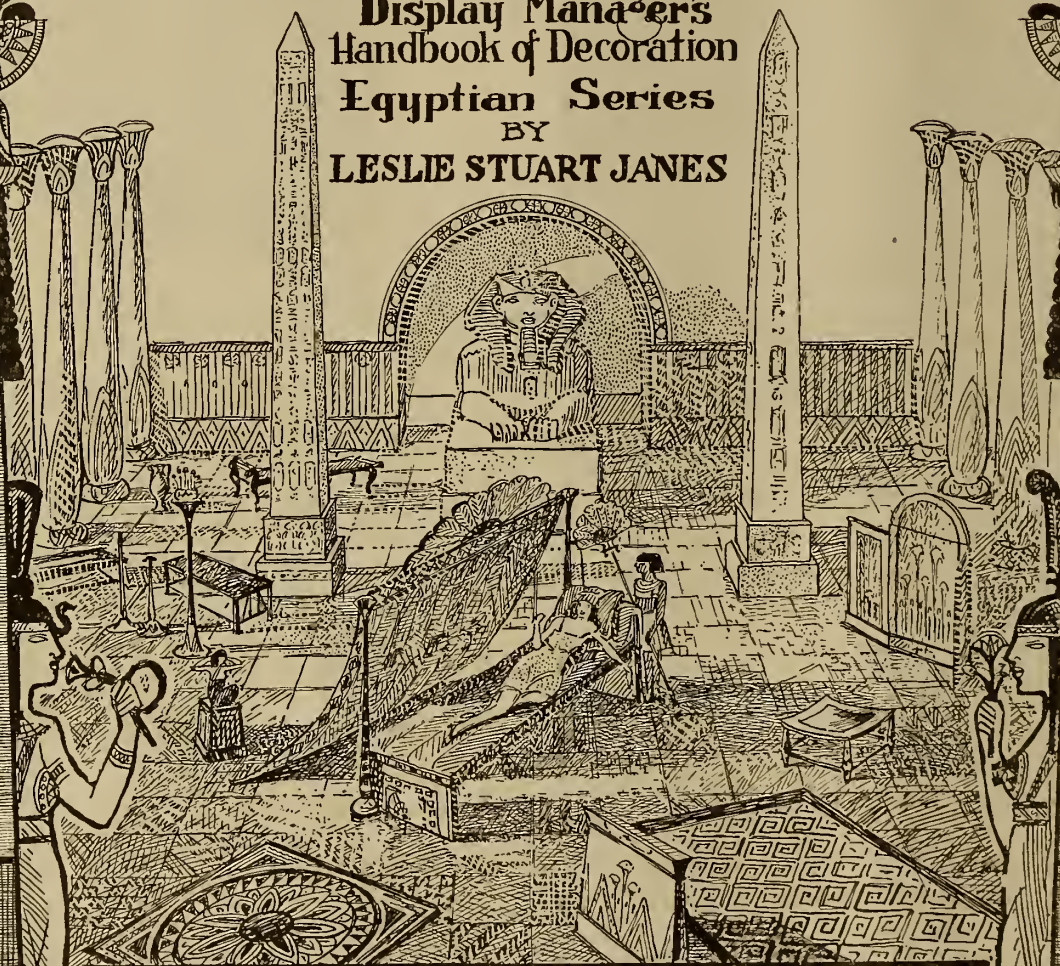
THE ONLI-WA FIXTURE CO.

Dayton, Ohio

Originators of Practical Display Fixtures

Ancient Egypt Offers her Arts

Display Manager's
Handbook of Decoration
Egyptian Series
BY
LESLIE STUART JANES



Something Every Display Man Has Needed

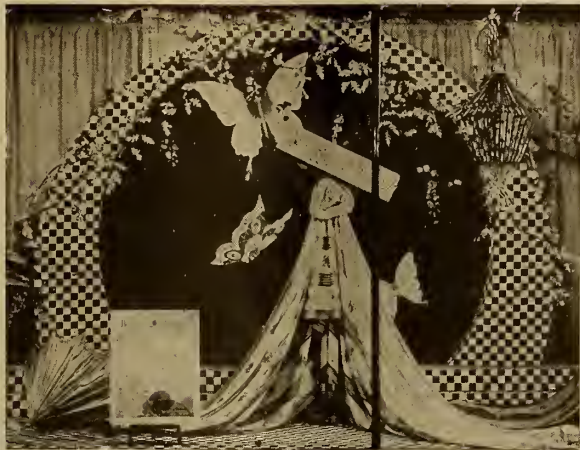
A book consisting of two hand made color charts in oil showing **THIRTY BEAUTIFUL COLOR AND METAL EFFECTS** with complete directions for each. Fifteen large plates of wonderful backgrounds, furniture, plateaus, fixtures, screens, lamps, dividers, ornaments, architectural members, capitals, columns, cornices, bases, friezes, tapestries, pottery, vases and dozens of other beautiful designs all true to style. One of the most capable interior decorators in the country has decorated each article and keyed it with the color plates. Designs are drawn to scale and are real working drawings, printed on heavy double thick stock size 10x3 one side only. Also included is a condensed history of the arts and crafts of Ancient Egypt. No display man can afford to be without this work. Limited edition now ready. Price—Five Dollars.

MERCHANTS RECORD CO.

PUBLISHERS

5707 West Lake Street

CHICAGO



Beach Cloth for Your Fall Displays

This picture shows how attractive our Beach Cloth appears in a show window when cleverly used. This is only one of the many art fabrics we carry in stock.

Specify Cloister Cloth

for your valances and floor mats. It is rich and dignified in appearance and moderate in price.

ELMS & SELLON

906 Broadway New York
309 W. Adams St., Chicago 2 N. 11th St., Philadelphia
52 Chauncey St., Boston 742 Market St., San Francisco

WANTED AN EXPERIENCED

Display Fixture, Form and Wax Figure

SALESMAN

for New York City; one who knows
and can intelligently represent us.

Good salary—steady job.

Write in detail
to

Frankel Display Fixture Co.
New York

Established 1888

1146 Broadway
at 27th St.



Phone
Madison Square
1490



Send for Your Copy Now—IT'S FREE

YOU can possibly get along without it but
you will miss a good deal if you don't
send for "MORE LIGHT ON GOOD
WINDOW DISPLAYS." Anyhow it's FREE
—so that settles it.

See Us At The I. A. D. M. Convention
DETROIT, July 12-13-14-15

Display men and interior decorators are invited to make the
McCallum booth their hanging out place at the convention—this
will afford you the opportunity to inspect the most complete line of
artistic floral decorations on display. You'll say so, too, when you see
them.

The McCallum Company

137 Seventh Street
Pittsburgh, Pa.

Coupon M. R.

Gentlemen:
Please send me absolute-
ly free my copy of "MORE
LIGHT ON GOOD WINDOW
DISPLAYS."

Name

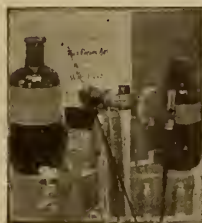
Address

The McCallum Company, 137 Seventh St., Pitts-
burgh, Pa.

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
No. 2 outfit will clean and refinish 200 forms. 2.50
No. 3 outfit will clean and refinish 300 forms. 3.50
No. 4 outfit will clean and refinish 500 forms. 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price.....1.75
32 ounces net weight. Price.....2.50
48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets, \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Artistic Wood Turning Works

Formerly POLAY FIXTURE SERVICE

519-521 N. Halsted St.

CHICAGO, ILL.

WE HAVE TALKED MUCH

about the quality, design, and workmanship of KICHLER VALANCES, and now we are going to have the opportunity of proving that

KICHLER VALANCES

are all we claim they are. Our complete line including a number of new patterns and ideas will be on exhibit at the

I. A. D. M. CONVENTION

SPACE 38

THE L. A. KICHLER CO.

717 Lakeside Ave., N. W.

CLEVELAND, O.



OUR FLOWER
line for Fall
is ready and
you will find
it a wonder-
fully com-
plete and sat-

isfactory line. Our designs compare favorably with the most expensive foreign products, while our prices will meet the approval of the most economical display man.

Send for our Fall catalog today and you will be surprised to learn how much we can save you on your autumn windows.

We have opened a new display room at 1142 Broadway and will be pleased to have you call when you are in New York.

Mutual Flower Co.

82 West Third Street

NEW YORK



No. 53101 Window Box Filled with Artificial Begonias, blooming Geranium Sprays and Drooping English Ivy Vines, 42x27 inches, complete, \$12.50.

This Window Box can be used for Proscenium Arches, on top of Show Cases, Cashier Booths, Walls, etc. Ask for our catalogue No. 44, illustrated in colors, free for the asking.

FRANK NETSCHERT,
61 Barclay St. New York

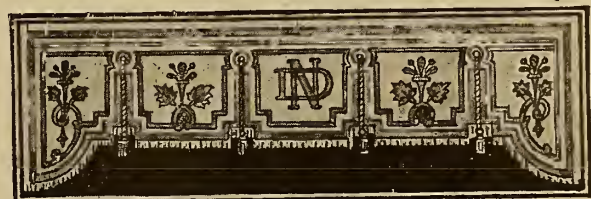
BETTER DISPLAY FIXTURES

MANUFACTURED BY
D. W. WOODRUFF AND COMPANY



*Perfect
Equipment
Perfect
Service*

Send for Folder
860 Howard St.,
San Francisco, Cal.



Nadeco Maid VALANCES
and WINDOW DRESSINGS add Character to your Display
Stock Patterns and Special Designs
Write for Catalog and Name of Local Dealer
The National Decorative Co.
510 Federal St. Camden, N. J.

Here's the proper ready-to-fit eyelashes for wax figures. The same as we supply to leading manufacturers of wax figures both in United States and Canada.



Eyelashes made of the finest French stock. Correctly shaped. Full directions included enable any person to fit them in place. Price per set (of four lashes), 50c; six sets, \$2.50; 12 sets, \$4.50.

LIQUID IVORY CEMENT The Most Powerful Cement Known
Mends joints solid as welded iron. Dries hard over night.
For broken wax fingers, broken dolls or anything where it is necessary for permanent joining.

Fully Guaranteed

2	Ounce Bottle,	\$0.50
4	"	.75
6	"	1.00
8	"	1.50
16	"	2.00
32	"	3.00

Full directions how to use with each bottle.



HARRISBURG WAX FIGURE RENOVATING CO.
335 Crescent Street Harrisburg, Penna., U. S. A.

More Talks by the Old Storekeeper

256 PAGES
4 1/2 x 7 in.

New Book by Frank Farrington

These new talks are better than the first set and more valuable to the merchant. This book is worth a hundred dollars to any merchant who is looking for ways to develop his business.

SYNOPSIS OF CONTENTS

Those Mail Order Houses
Something About Clerks
How Retail Advertising Pays
The Clothes You Wear
Handling the Money
Special Newspaper Advertising
Delivering the Goods
The Dealer's Best Help

The Traveling Man
A New Competitor Opens
A Customer's Point of View
How to Have Good Clerks
Getting the Business Back
Using the Windows
Developing the High Class Trade
Self-Selling Goods

21 Full Page Illustrations. Bound in Cloth
Price, postpaid only \$1.00. Your money back if you want it.

MERCHANTS RECORD & SHOW WINDOW
431 So. Dearborn St. CHICAGO



**LOOK
FOR US
IN
DETROIT**
July 12th to 15th
We will be there
with our new and complete line of
DECORATIONS

for making ideal

Window Displays

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade Street
New York

Learn the Sign-Show Card Business

Unlimited possibilities are opening up every day in this field. Large firms everywhere want men with creative ideas. Keen commercial competition calls for most aggressive and up-to-date advertising methods. New and striking effects constantly demanded in Window Cards, Bulletin Boards, Signs and Show Cards.

Big Opportunity for Originality

Unusual openings for those who develop constructive imagination. Don't smother your ambitions and ignore your latent abilities. Make the best of your talents—develop your originality—learn to make your abilities earn big money. Get into the Sign-Show Card Business where originality counts. Our Course teaches how in a few short months. Thousands of successful graduates prove our ability to successfully teach you.

Earn \$25 to \$75 Weekly

Our training will give you perfect confidence in your own ability to command a big salary. You are taught how to direct your efforts along profitable lines. You get the close, personal counsel and help of instructors, which makes your ultimate success sure. Nothing is left to guess. Every lesson is designed to bring out the practical helps so essential in realizing the necessary training for successful work.

Course Complete and Practical

Every phase of work is covered. Instruction is complete, thorough and easily understood. Lessons start at bottom and proceed logically and naturally to the finish. You are thoroughly familiarized with intricate and involved lettering, color work, shading and letter designing. You are also taught gold-leaf lettering on glass. Each lesson is designed to bring out and develop YOUR ideas. This helps to give originality and individuality to your work.

Graduates Enthusiastic

Every day brings letters from graduates who are proving value of our Course. Read these extracts: "Am more than satisfied. Your method surely the best." "Self-reliance developed by practical execution of work is important. Personal instruction valuable." "Thanks for fulfillment of all promises." "Am pleased to recommend your School to anyone wishing to study this branch of the art profession."

Read This Guarantee

We guarantee to place graduates in positions paying \$85.00 to \$175.00 monthly after they have completed prescribed course and demonstrated proficiency. Requests for competent men exceed supply.

Don't Doubt—Ask for Proof!

Get our literature and samples. Ask about our Free Outfit Offer. Write for proof of our ability to successfully teach this business. Send today—NOW—in fairness to yourself.



Busy Display Men and card writers tell us that our Ready-to-Letter Cards are wonderful time savers. Better write for descriptive booklet, now,

THE LACKNER COMPANY

108-110 W. Fifth Street
Cincinnati, O.



PAASCHE Model "D"

You Need One

of our Model "D" Air Brushes to use in decorating your spring windows. It will more than pay for itself before the season is over.

Paasche Air Brushes are made in all sizes for every kind of work. They are best for Show Cards, Signs and Window Back-grounds.

Our New Catalog

is filled with clever new ideas for the card writer and display man. Send for it.

Paasche Air Brush Co.
1229 Washington Blvd. CHICAGO

Detroit School of Lettering

"Where Originality Counts"

L. S. STRONG, President and Instructor

1806 D.S.L. Bldg.

Detroit, Mich., U. S. A.

Display Men

attending the

I.A.D.M.

Convention

at

Detroit

July 12-15

are earnestly invited to meet Mr. Strong

at **BOOTH 15**

(in center of hall)

As well as pay a visit to our salesroom

82 Griswold St.

Detroit School of Lettering.

Detroit Mich.

Display Men—

Sid Kling

will see you at the Convention in Detroit



"Of course"

Show Card Colors and Cardwriters' Supplies

If you are not going to attend the Convention send for our Catalog and Color Cards.

WALLBRUNN, KLING & CO.

327-29 So. Clark St.,

Chicago

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

HELP WANTED—Window Trimmer. Must be high grade trimmer, especially good in the Dry Goods and Ready To Wear. Good salary for right man. Position open August 1st. State salary wanted, give reference and submit photographs, also samples of card writing with first letter. Address A. Livingston & Sons, South Side Square, Bloomington, Illinois.

HELP WANTED—Display Manager Wanted. Sell your services to one of the South's largest and most progressive shoe stores. An opportunity is now offered to the young men who can qualify for the position as advertising expert and window decorator for a shoe store doing a large retail shoe business. \$300.00 to the right man. State full particulars in first letter. Address Guarantee Shoe Co., San Antonio, Texas.

HIGH GRADE BACKGROUND AND FLOORING FOR SALE—Very reasonable. About 2,700 square feet decorative background (canvas and upon board) made by Bodine-Spanjer Co. of Chicago in different designs—Italian, Grecian, Japanese and Egyptian; also about 1,100 square feet upon board flooring. These settings were in our windows about six weeks, and are as good as new. Background is about 8'10" high and each setting will average 16 feet long. For particulars write A. Allert, Display Manager, The Kleinhans Co., Buffalo, New York.

AIR BRUSH BLANKS DISPLAY CARDS AND PRICE TICKETS

Agents send for stock list of 11x14 Stock Cards
150% Profit, 2,000 Designs, Over 200 Wordings
Convention Visitors, don't fail to call on us.

APEX SHOW CARD SERVICE
224 Cass Avenue Detroit, Mich.

WHEN YOU NEED SIGNS

Remember our new outfit consists of 6 indented backgrounds in assorted colors and 12 inserts all for 75c. For general utility nothing beats our Interchangeable Sign with 14 dozen letters and figures. Complete, 50c.

F. & J. DONNELLY
2548 CORAL STREET, PHILADELPHIA, PA.

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST.
CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

MR. WINDOW TRIMMER

We can furnish you with a service
of up-to-date ideas of New York's
best Window Displays & Interior views

Original Photographs 8x10 ins. of every line of merchandise
direct to you at 50c each

Central Photo Studios, 25 W. 42nd St., New York

Index To Advertisers

Adler-Jones Co.	55
American Lithographic Co.	72
Apex Show Card Service.	71
Art Window Shade Co.	72
Artistic Wood Turning Works.	68

Barlow-Kimnet Co.	Inside Front Cover
Baumann, L., & Company.	11
Beaver Board Co.	15
Bodine-Spanjer Co.	6
Botanical Decorating Co.	Inside Back Cover
Butcher, L. O., & Bro.	71

Compo-Board Company	2
Contents, Editorial	1
Curtis-Leger Fixture Company.	Back Cover

Daily, Bert L.	59
Decorative Fixture Co.	59
Decorators Supply Co.	5
Detroit School of Lettering.	70
DeVoe & Reynolds Co., Inc.	65
Dietz, E. C.	72
Donnelly, F. & J.	71
Doty & Scrimgeour Sales Co.	69

Elms & Sellon.	67
Esterbrook Pen Mfg. Co.	10

Feldman, L. A., Fixture Co.	65
Frankel Display Fixture Co.	67
French Wax Figure Co.	3

Gasthoff, J. F., & Co.	64
Gebhardt, R. E., Co.	60

Harrisburg Wax Figure Renovating Co.	68, 69
Hecht Fixture Co.	63
Hunt-Crawford Co.	7

Imans Pierre	12
Instant Indelible Ink Co.	71

Kawneer Mfg. Co.	63
Kichler, L. A., Co.	68
Koester School, The.	53

Lackner Co., The.	70
Leon, Morris, Mfg. Co.	61
Lyons, Hugh, & Co.	2

McCallum Co.	67
Melius & Cowley.	4
Melzer, S. M., Co.	72
Modern Artificial Flower Co.	16
Modern Art Studios.	17
Mutual Flower Co.	68

National Decorative Co., Inc.	69
Natural Plant Preservers Co.	14
Netschert, Frank	69
Newcomb, E. R.	72

Onken, Oscar, Co.	72
Onli-Wa Fixture Co.	65

Paasche Air Brush Co.	70
Palmenberg's, J. R., Sons, Inc.	57
Pittsburgh Reflector and Illuminating Co.	64

Rauch, F. A., Co.	71
------------------------	----

Schack Artificial Flower Co. .8, Insert between 8 and 9	
Service Artificial Flower Co.	61
Sobels David, Sons.	12
Stark Mills	13
Superior Brass & Fixture Co.	9

Timberlake, J. B., & Sons.	72
---------------------------------	----

Walbrunn, Kling & Co.	70
Wants, For Sale, Etc.	71
Welch-Wilmarth Companies	18

Window Decorative Works.	72
Woodruff, D. W., & Co.	69



HARDWOOD FLOORS
For Your Show Windows

Any carpenter can lay these floors perfectly at a small cost. Leading stores throughout the country have installed our beautiful hardwood floors. Send for our handsomely colored catalog.

E. R. NEWCOMB
Telephone Harrison 7303
730 S. Wabash Ave. Chicago

Make Your Show Windows Pay Your Rent



Our Line of Period Display Fixtures Will Help You Make Effective Window Displays

Many Sales Are Made on the Sidewalk
New Catalogue No. 93 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.

S. M. MELZER CO.

Manufacturers of

Display Fixtures
Show Forms



Wax Figures
Brass Railings

915 Filbert Street Philadelphia, Pa.



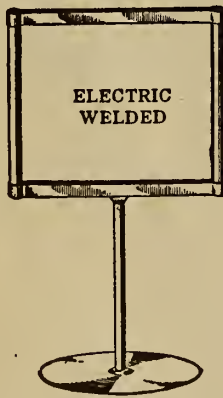
Creators of the Newest Ideas in

Valances and Panels

French Drape Valance a Specialty


Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO



ELECTRIC WELDED

Best and Cheapest Price
Card, Stands, Easels, Etc.



"Jaxon" Doll Stands Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

No. 690

The Economy Line
Of Decorations for Fall

Before choosing the decorations for your fall windows, you will do well to inspect our new autumn line carefully. You will find our designs original and remarkably handsome, and our very moderate prices are sure to appeal to you.

If our salesman does not call upon you, write for samples, giving us an idea of your requirements. We believe we can save you money.

E. C. DIETZ
Successor to Wm. Buhrig Co., Established 1899
219 E. 34th Street New York



ONYX PAPER

A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

AMERICAN LITHOGRAPHIC CO.
19th St. & 4th Ave. NEW YORK



Valances and Shades

To Your Order for Your Fall Windows

We are specialists in French Puffed Shades and can offer exceptional values in this line. Send for our new catalog.

ART WINDOW SHADE CO.
2838 Broadway CHICAGO

Botanical Super Window Decorations speak for themselves more eloquently than any advertising can. They have a beauty of form and richness of coloring that is distinctly their own. That is one reason why they are preferred by display men of discrimination and taste.



Display by Louis Weisgerber for Lord & Taylor, New York, Showing Botanical Super Decorations

Magnificent is the only word that describes the Botanical line of Super Decorations for fall. The designs are the best we have yet offered and the colors are exquisite. You will see this line at the I. A. D. M. Convention in Detroit if you attend the meeting. When you see them you will understand why we are enthusiastic. If you cannot attend the convention we will be glad to send you our catalog or have a salesman call upon you.

The Botanical Decorating Co.

Manufacturers and Importers of Artificial Flowers and Decorations. Designers and Builders of Super Window Furniture.

208 West Adams Street

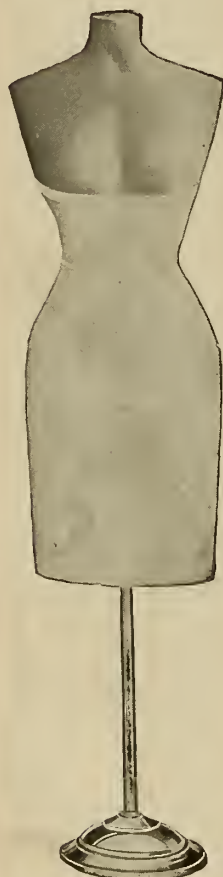
....

....

Chicago

Something New in Curtis-Leger Forms

The Same Superior Quality with Better Prices



No. 7611

Narrow shoulder suit form, especially desirable for narrow shouldered garments. Extensible on standard, mounted on 10½ inch base, highly finished.



Lifelike

This figure has been declared by experts to be the most lifelike wax lady ever produced. She is modeled from life and the complexion, hair, eyes, and pose are as real and beautiful as the living subject. The new arm fitting, just developed by us, adds another important feature to the many good qualities of our models. You are cordially invited to visit our attractive Chicago show rooms, where a new innovation in arranging displays permits you to make a careful and accurate selection. We have a very complete line of bathing suit forms, which will give you maximum service.



To. 7606

Cape shouldered costume forms, extensible on standard, mounted on 10½ inch. base, highly finished. The best model for all-around use.

Mail This Coupon

Curtis-Leger Fixture Co.:

Send us complete information, catalogue and prices on the items we check below:

- | | | |
|---|---|---|
| <input type="checkbox"/> Dry Goods Stock. | <input type="checkbox"/> Men's Apparel. | <input type="checkbox"/> Women's Apparel. |
| <input type="checkbox"/> Infants' Wear. | <input type="checkbox"/> Footwear. | <input type="checkbox"/> Music & Record Shop. |

We are especially interested in:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Sun Flower Skirt Rack | <input type="checkbox"/> Bronze Signs | <input type="checkbox"/> Infants' Hangers | <input type="checkbox"/> Send for our new fall Valance photos and prices. |
| <input type="checkbox"/> Metal Display Fixture | <input type="checkbox"/> X-Ray Store Lighting | <input type="checkbox"/> Special Tailored Valances | |
| <input type="checkbox"/> Wood Period Fixtures | <input type="checkbox"/> X-Ray Window Lighting | <input type="checkbox"/> Continuous Design Valances | |
| <input type="checkbox"/> Glass Display Fixtures | <input type="checkbox"/> X-Ray Show and Wall Case | <input type="checkbox"/> Window Rugs and Mats | |
| <input type="checkbox"/> Hubhead Coat Rack | <input type="checkbox"/> Lighting | <input type="checkbox"/> Show Window Flowers | |
| <input type="checkbox"/> C-M Extension Rack | <input type="checkbox"/> Counter Color Matching | <input type="checkbox"/> Palms and Artificial Flowers for Stores | |
| <input type="checkbox"/> Wall Case Hardware | <input type="checkbox"/> Lamp ThruDaLight | <input type="checkbox"/> Essex Shirt & Tie Racks | |
| <input type="checkbox"/> Chicago Skirt Marker | <input type="checkbox"/> Window Reachers | <input type="checkbox"/> Shoe Chairs | |
| <input type="checkbox"/> Men's Coat Forms | <input type="checkbox"/> Cocoa Store Matting | <input type="checkbox"/> Store Rent Wood Chair | |
| <input type="checkbox"/> Boy's Forms | <input type="checkbox"/> Store Waste Baskets | <input type="checkbox"/> Shoe Fitting Stools | |
| <input type="checkbox"/> Ladies' Papier Mache Forms | <input type="checkbox"/> Papier Mache Trimmings for Backgrounds. | <input type="checkbox"/> Traveling Step Ladder | |
| <input type="checkbox"/> Compa-nel Forms | <input type="checkbox"/> Papier Mache Display Novelties | <input type="checkbox"/> Shoe and Glove Measuring Sticks | |
| <input type="checkbox"/> Wood-Compo Leg Forms | <input type="checkbox"/> Men's Hangers | <input type="checkbox"/> Window Trimmers' Ladders | |
| <input type="checkbox"/> Wax Heads and Figures | <input type="checkbox"/> Women's Hangers | <input type="checkbox"/> Window Backgrounds | |
| <input type="checkbox"/> Collapsible Wire Forms | | | |
| <input type="checkbox"/> Bronze Window Tablets | | | |



VALANCES

Name..... Address..... State and Town.....

CURTIS-LEGER FIXTURE CO.

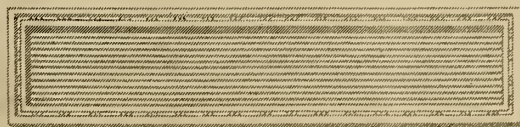
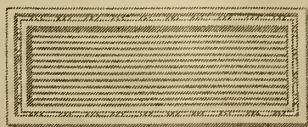
EST. 1869

237 W. Jackson Blvd.

Chicago

Merchants Record and Show Window

August, 1920



Containing a Complete Report of the I. A. D. M. Convention, Detroit.

FIRST PRIZE! *Enough Said.*

WHEN the leading exponents of the Art of Display meet in Convention

1500 STRONG

When these artists and experts compete for excellence in Display Exhibits—

When, finally, this representative body pronounces judgment—

THE VERDICT

is one to be heeded. It is with well justified pride that we reproduce here a photograph of the Bridal Drape that was awarded First Prize at this notable Convention.

Beside the finished product of the artist-displayman, that won the approval of his fellow workers, is shown the wonderfully beautiful and simple wax figure upon which this marvelously attractive Drape was executed. It is one of the Mannequin Products—famous the world over.

How the astounding, life-like realism of this Display is secured is worthy of a few words. Fred Johansen is an artist to his finger tips, but he had the material to work with. The result is true to life because the model is as perfect as a life model.

This is the object sought in all Mannequin Products. They are designed and executed from live models by sculptors of the highest standing. They are not wax figures merely,—the sculptor conceives and creates not only the grace and charm of perfect form in the modeling, but with true artist instinct he gives the pose of real life

which enables the Displayman to transform the figure by his deft touches into the finished life-like result seen in the picture which won the approval of over a thousand experts.

It is worthy of mention that this spirit of the picture was commented upon by, and brought forth the almost unanimous approval of every Displayman present.

The gracefully inclined head, the posed arm, the buoyant, youthful figure, disclose the modest, blushing bride,—almost the bosom seems to heave gently under the spell of the perfect picture created. This is the object we strive for, and we do obtain it in all Barlow-Kimnet Co. Wax Figures. It is their excellence alone that has won for them the distinction of being used in the leading houses of the world, by the best Displaymen.



Bridal Drape that won First Prize at the Convention of Displaymen, Detroit, 1920. Executed by Fred Johansen, of A. Helthausen Co., Union Hill, N. J., on Barlow-Kimnet Co. Wax Figure.

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**

Makers of Famous Mannequin Products
The Display Forms

New Uptown

Exhibition Rooms

Imperial Hotel Bldg.

1244 B'd'w'y at 32d St.

Factories

Holyoke, Mass.

New York City, N. Y.

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
5001 Woolworth Bldg.
New York City

Published by

The Merchants Record Co.

Publication Office
5707 West Lake Street
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid
United States, Canada, Mexico and Cuba \$3.00 a Year
All Other Countries \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less, (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 5707 West Lake Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLVII

NUMBER 2

Contents for August, 1920

	Page
I. A. D. M. Program	21
Famed Artists on Program	21
Competitive Demonstrations Success	23
Address of Oscar Webber	26
Demonstration By Herman Frankenthal	30
Competitive Tests on Drapery	31
Mr. Fraser's Address	31
A. L. Powell on Lighting	38
Address By T. B. Mills	43
Demonstration Feature By Paul Honore	46
Canadian Day Features	50
Election of Officers	52
T. P. Jones' Address to Delegates	53
Entertainment Features	56
Winners in I. A. D. M. Contest	58
Esterbrook Card Writing Contest	60
St. Paul the 1921 Convention City	61
Frankenthal Drapes for Convention Delegates	62
Manufacturers' Exposition	64
Merchants Record and Show Window Contest	76
Notes from New York	77
By F. F. Purdy	
Pictorial Value of Window Displays	82
By Geo. A. Smith	
The Merchant's Magic Mirrors	86
By O. Wallace Davis	
For Our Advertisers	94



Make Buyers Out of Passersby

Hugh Lyons fixtures and forms are built by master craftsmen—built to aid you in attracting buyers inside your store.

Hugh Lyons fixtures are found in the better class of stores because they are the work of men who thoroughly understand the value of attracting attention.

Let us send you our catalogs showing our complete line of fixtures and wax and papier mache forms. Our supplementary catalogs containing our period designs will be mailed to you upon request.



HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
 NEW YORK SALESROOM 35 W. 32nd. STREET
 CHICAGO SALESROOM 234 S. FRANKLIN ST.

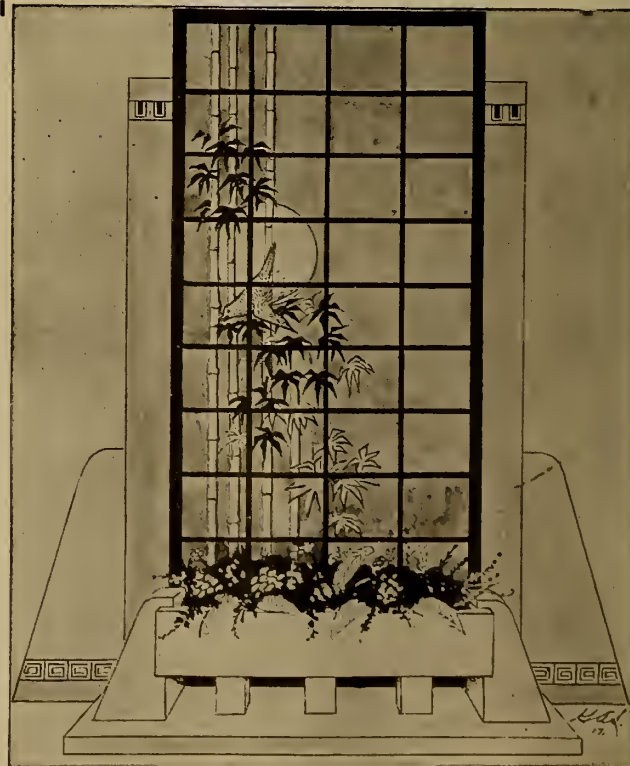
COMPO-BOARD

To get the desired effect (see illustration) and to build substantial, attractive, artistic show window backgrounds, nothing can take the place of COMPO-BOARD. Good plan to have a supply always on hand.

Compo-Board is built with kiln-dried wood slats as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently will not warp, buckle or split.

Send for sample of Compo-Board.



Compo-Board Company

1404 LYNDAL AVE. NORTH
 MINNEAPOLIS, MINNESOTA



BACKLESS GOWNS

can be shown on the new models of
French Wax Figures

As an example of the up-to-date nature of our product we show here one of nearly a dozen new models in all wax above the waist line, designed for showing the new low back gowns and sheer lingerie.

Every form in our line is strictly up-to-the-minute in style. This is the only kind of form that will sell your better gowns at good prices.

There is a certain chic French Fashion touch to all our Wax that puts them far ahead of any other American made line.

Have you seen our new

Combination Blouse Form and Pedestal

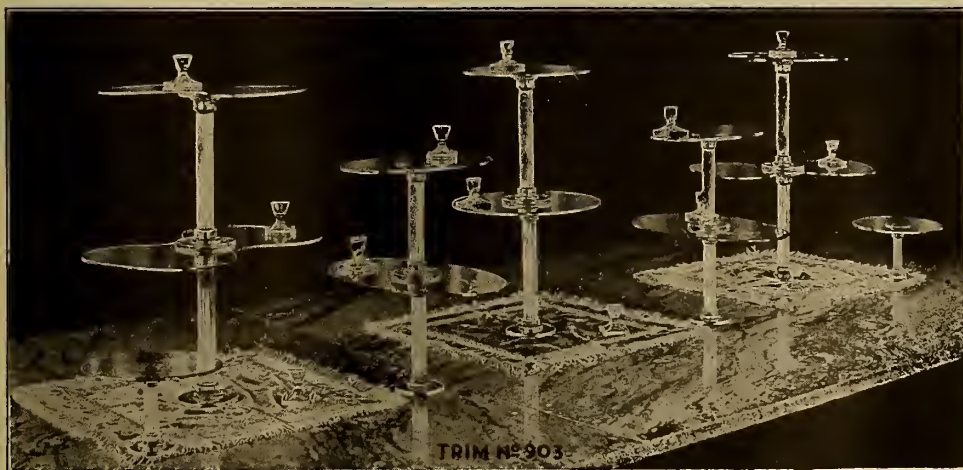
We are just as up-to-date in our line of Papier Mache Forms. Our newest creation is a very practical combination of a Waist Form and Pedestal—When the form is not in use you can use the pedestal which is finished in beautiful relief design in Old Ivory. Write for descriptive matter.

We want you to see our comprehensive exhibit taking up the entire fourteenth floor of the Medinah Building. Also send for our complete Portfolio, illustrating and pricing our line.

THE FRENCH WAX FIGURE CO.

14th Floor Medinah Building, Chicago

FACTORY: 70 W. WATER STREET, MILWAUKEE, WISCONSIN



De Lux Glass Fixtures are designed for the Display Man who is hard to please



The above set of glass fixtures shows our new fluted Colonial stand in assorted heights with pleasing variety of glass shelves and heel rests. This arrangement of fixtures shown here is ideal for use in the long, narrow windows so common in the modern style front. Just the thing for showing all small wares, shoes, toilet goods, jewelry, novelties, bags, collars, etc., etc.

Write for our Complete Catalogue of everything in Window Fixtures.

Melius & Cowley, Chicago

Entire 14th Floor Medinah Bldg.
 Distributors for French Wax Figure Co.

“MELCO” De Lux Glass Window Fixtures

Glass fixtures, like diamonds, are graded. Some are clear and pure, some are clouded and poorly molded. The difference between the clear and clouded is that one make is protected from the fire and fumes, while the other is not. Hence, the difference in color. You will find no mold mark or seams on Melco De Lux, neither will you find any discolored or clouded glass. Melco De Lux is made by the new process. Do not accept the inferior kind. Get the best for less money.

VALANCES AND WINDOW RUGS

Nothing adds so to the appearance of your store front as the use of valances at the top of the plate glass. We have an unusually large line to choose from at anti-profiteering prices. We can supply floor rugs to match.



\$100 a Day

That's the value many merchants are placing upon their window spaces in these modern times. It is doubtful if you could rent the best windows for that amount.

Placing such a value upon window space makes window decoration well worth while. Attractive window backgrounds, forms and cutouts cost little compared with the sales results. Your goods shown in pleasant surroundings are practically sold.

Beaver Board provides both back-

ground and displays. This sturdy lumber product lends itself so well to every type of window-dressing requirement that it is now kept in stock for ready use by the best displaymen.

Besides sturdiness Beaver Board will give you a perfect surface for decoration. Backgrounds can be quickly re-decorated and always kept fresh and clean. You can SAW IT, NAIL IT and BEND IT. In the hands of skilled men its possibilities are unlimited.

Write today for special literature.

THE BEAVER BOARD COMPANIES
Administration Offices, Buffalo, N. Y.; Thorold, Ont., Canada; London, Eng.
Offices in principal cities of the United States and abroad.
Distributors and dealers everywhere

BEAVER BOARD

You can't expect
 Beaver Board re-
 sults unless this
 trademark is on
 the back of the
 board you buy:



FOR PERMANENT OR TEMPORARY BACKGROUNDS, CUTOUTS AND DISPLAYS

THE DECORATORS SUPPLY COMPANY



Y the Window Display you indicate to the passer that the merchandise, service and environment are of high standard.

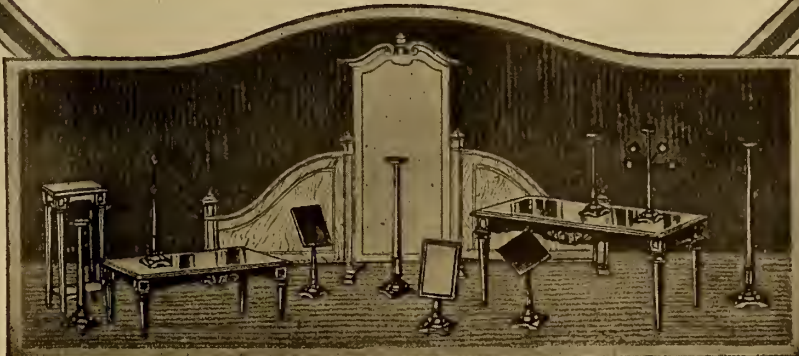
You can have the *Best Patronized Store* in the community if you equip with our *Distinctive Fixtures*.

Our Catalog "W" is a remarkably complete authority on window display furniture covering a great variety of handsome and authentic period designs. You will find this book a source of endless suggestions for making your window displays more effective from a selling point of view.

THE DECORATORS SUPPLY CO.

ARCHER AVENUE AND LEO STREET
CHICAGO, U. S. A.

The fixtures
shown are
on *Correct
Gothic
Lines*



EFFICIENCY

The success of any store can be measured by the efficiency employed in the building of all branches of its business.

Efficiency discounts uncertainty and chance—it overrides bad luck; guards against accident and reduces error to a minimum. Efficiency commands opportunity and makes the most of it.

This does not apply to one department but to all departments—to buying, selling, advertising, delivering. It applies especially to window displays.

The show window represents the store's greatest advertising and selling opportunity. If it fails in efficiency it is losing money just as a poor lighting system or an inefficient sales force would lose money for the store.

We can put efficiency—real one-hundred per cent selling efficiency—into the windows of any store.

Our organization has back of it years of practical experience in making windows more efficient for stores of all kinds and all sizes, in large cities and small ones.

Art is our medium, but ours is a businesslike art that produces results. It is the kind of art you can check up in your cash register.

Let us talk to you about your next formal displays—for Fall, Christmas or Spring. Unless your windows are doing their duty to the limit, we can make them more efficient.

Let us send you our catalogs—they're interesting.

DO NOT FAIL TO VISIT
OUR SHOW ROOMS AND
STUDIO WHEN IN
CHICAGO

To get to our studios, take
Larrabee St. car, on Dear-
born St. (downtown); go
north, get off at Division
St., and walk 1 block west
to Chatham Court.

THE BODINE-SPANJER COMPANY

*Designers and Manufacturers of Decorative Backgrounds
for Show Windows*

1160 CHATHAM COURT

Phone Diversey 2585

CHICAGO

Read What Mr. Carroll, Display Manager for the Montgomery Fair, Says of EZY-BILT



With Ezy-Bilt Window Board your possibilities are unlimited.

Ezy-Bilt costs less than other window boards and is easily constructed—no sawing required—just cut it with a knife.

It can be used on both sides and finished in any desired effect.

Does not bend, buckle, warp or sag and requires no expensive carpentering.

A trial package will convince you of its merits—Write for information today.

The Hunt-Crawford Co.,

Gentlemen:

My last order of Ezy-Bilt arrived in due time. I want to thank you for being so prompt in shipping.

I consider Ezy-Bilt one of the best boards for Back-Ground construction I ever used, not saying anything about the time saving qualities as well as a labor saver.

When you say Ezy-Bilt you say it all.

WM. A. CARROLL,

Dis. Mgr.



Style week at Montgomery Fair with back-ground constructed of Ezy-Bilt.



A background constructed by Mr. Carroll.

REAL PRIZES FOR DISPLAYMEN

THE manufacturers of STARTEX Crash Toweling realize that window display has progressed from the mere *showing* of merchandise to a perfection of arrangement only to be achieved by a skillful artist. We believe also that STARTEX Crash Toweling and Towels will lend themselves to effective display. So in order to enlist the interest and assistance of the best display talent in the country a number of desirable prizes are offered for Startex windows.

The Prizes

1st Prize—\$125.00 Twenty Jewel Gold Watch

2nd Prize—\$105.00 Chest of Silver

3rd Prize—\$ 62.00 Chest of Silver

Ten prizes consisting of a \$10.00 gold piece each for the next ten displays in order of merit.

Conditions of the Contest

Three well-known display men will act as judges and will make their awards from photographs submitted by the contestants. Each picture must be of a window placed between July 1st, 1920, and March 1st, 1921. All photographs must be in our hands by March 15th, 1921, and all signs or marks of identification on photographs must be removed or covered. The photograph is to be signed with a fictitious name. The real name of the contestant is to be placed in a plain envelope, sealed, and the fictitious name written on the outside. A description of the display must be printed or pasted on the back of each photograph submitted.

In making their awards the judges will consider careful arrangement, orderliness, effectiveness, selling power and any original ideas in graphically demonstrating the merits of

Startex Toweling together with its practical uses. The degree of impression on the passer-by will be a factor.

Send for Booklet

Photographs of the prizes and full particulars of the contest together with suggested displays are contained in a specially prepared booklet. The booklet will be sent anywhere, free, on application to J. Spencer Turner Co., 56 Worth Street New York City.

This contest is open to stores carrying Startex at the time the competition was originally announced. Startex, however, is very likely handled by your linen and toweling or domestic departments, as over 4,000,000 yards have been distributed during the past year.

STARK MILLS, MANCHESTER, N. H.
INTERNATIONAL COTTON MILLS

J. SPENCER TURNER CO. - - - - SELLING AGENCY
56 WORTH STREET -:- -:- -:- -:- -:- -:- -:- NEW YORK CITY

For Your Fall Decorations— See Schack's Wonderful New Catalog

You will find it filled with brand new ideas that will appeal to your artistic sense as well as to your practical ideas of economy.

Schack's 1920 Fall Flower Book in colors

Our Autumn catalog shows in colors the splendid line of new Fall Decorations we are offering this season.

These decorations are the most beautiful, most gorgeous, most original ever shown, and still—Schack's decorations cost only one-third to one-half as much as other decorations! Our catalog will convince you.

Write for this Fall Catalog at once because:

first:

Schack's New Fall Flower Book is the largest catalog—published by the largest manufacturers in their line.

second:

It is the only catalog that enables you to select harmonious and definite color combinations—Schack's original Color Key Plate is the new feature!

third:

It contains over six hundred suggestions for the displayman, hundreds of illustrations in colors, the most complete line of baskets and vases.

fourth:

It shows you how to build your own backgrounds, how to decorate a float and how to save money.

fifth:

It will prove to you that Schack's decorations, made exclusively of high grade paper, are superior in color effect and decorative quality.

sixth:

Schack's 1920 Fall Catalog is brim full of new ideas, and—
IT IS FREE FOR THE ASKING!

Send today for this valuable book

*—be sure to
secure
your copy;
write today!*

THE SCHACK ARTIFICIAL FLOWER CO.
1739-1741 N. Milwaukee Ave. Chicago, Illinois

Decorations that will please

—the most fastidious display man

—the most careful judge of values

If you attended the I. A. D. M. Convention in Detroit you know we offered a wonderful selection of decorations at prices lower than those of any other dealer.

If you did not attend the convention the prices quoted below will give you an idea of the money you can save through us. Read this list of prices—then send in your order for fall.

Metallic Bronzed Beech Sprays. In the autumn shades of green, red, blue, and purple bronzed finish, or combination tints. Extra selected stock. Size of sprays from 24x45 to 30x60 in. Per dozen sprays, \$6.50; per gross sprays, \$75.00.

Metallic Bronzed Beech Garlands. In any length desired; in autumn shades of green, red, blue, or purple bronzed finish, or combination tints. Per dozen garlands, \$5.50; per gross garlands, \$55.00.

Can also furnish red metallic beech wreaths, any size desired, for your Christmas displays.
No. 2014. Chrysanthemums. 24-inch stem, in beautiful autumn tints or solid colors. Per dozen, \$0.85; per gross, \$9.00.

No. 2016. Chrysanthemums. 36-inch stem, in beautiful autumn tints or solid colors. Per dozen, \$1.75; per gross, \$18.00.

No. 586. Chrysanthemum Vine, with twelve leaves and three flowers. Flowers in beautiful autumn tints or solid colors. Per dozen vines, \$3.25; per gross vines, \$32.50.

Grape, Maple, and Oak Vines, twelve—three size leaves, in beautiful autumn tints. The best on the market. Ask for sample and compare with others. Per dozen, \$1.25; per gross, \$15.00.

SPECIAL. Our Famous No. 9026 Tissue Oak Foliage, in autumn tints or any special color. Just the thing for large interior decorations, per dozen, \$1.50; per gross, \$15.00.

FLORAL PARADE DECORATIONS

We have the largest and most complete line of Floral Parade Decorations and our prices are right. Do not forget us when you have a parade. Quality and prices count. Write for our floral parade catalogue.

J. F. Gasthoff & Company

Leading Manufacturers of Artificial Flowers and Decorative Supplies

Danville,

Illinois

MESSMORE & DAMON'S

High Class Displays at the Detroit Convention



These illustrations will call your attention to the wonderful line of papier mache we manufacture for window and store decoration.

Above are shown some of our delightfully quaint and humorous animals designed in the new art style. These include Pink Pigs, Green Elephants, Blue Goats, and other queer beasts that will delight the youngsters, in your holiday window or toy department.

Among our mechanical pieces are the Shimmying Santa, the Trained Seal, the Juggling Monkey and other attractions that will draw big crowds.

Below are shown some of our wonderful decorative designs that have no equal.



Color Scheme used on our decorations complement the goods displayed.

Messmore & Damon, Inc., 363 Ninth Avenue, New York



Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

*Panama-Pacific Exposition, San Francisco, 1915, Hors Concours
In order to obtain perfect wax figures, see that my signature is
stamped in the wax.*

Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10¹/2 RUE DE CRUSSOL, PARIS, FRANCE

You Should Send for Our Price List and Booklet of Wm. & Mary—Colonial and Plain Wood or Metal Fixtures



No. C400—Diamond shirt
stand, 12 in. x 12 in. top,
18 inches high, for shirts,
underwear, pajamas, hosiery
and neckwear displays.
Price\$3.50

NOTE—All connecting
parts of our fixtures are
put together with metal
jointed construction, giv-
ing much additional
strength and added life
to the fixture.



No. C401—Boxed goods or shirt stand.
7 in. x 14 in. top, 12 or 18 inches high.
Price\$3.50



Morris Leon Mfg. Co.
7119 N. CLARK ST.,
CHICAGO, ILL.

*Send for booklets of our
complete line*

Finished in any
color, Oak or Ma-
hogany, or any
special finish.



No. C402—Plateau for Unit
Displays.

Height 12 in., top 8 in. x
14 in.\$4.00

Height 18 in., top 8 in. x
14 in.\$4.50



No. C403—Colonial Pedestals.

12 in. high.\$3.50
18 in. high. 3.75
24 in. high. 4.35
30 in. high. 4.80
36 in. high. 5.25

*All orders sent in now
insure prompt attention*

FALL DECORATIONS

A Few of Our Favorites



Drooping Grape Bouquet

No. 33169. A Beauty indeed, as to design as well as color effect. One monster cluster of grapes is actually surrounded or covered up by numerous streamers of autumn tinted grape leaves, thus forming a pattern which has been a favorite since its introduction. The complete piece measures about 5 feet in length, and costs only**\$4.80**

No. 33168. Same without grape cluster..... **3.00**



No. 31012. Grape Vine. 12 fine autumn colored leaves. Per dozen yards.....**\$1.80**
No. 31027. Grape Vine. Same as above, all green leaves. Per dozen yards.....**\$1.20**

Shipping weight, 3 lbs.



No. 31014. Grape Vine. With 2 beautiful clusters of large grapes in blue, green or red. Each, yard....**\$0.75**
No. 34451. Same as above, all green leaves. Per dozen yards**\$1.50**

Shipping weight, 4 lbs.



No. 31031. American Oak Vine. 12 large beautiful autumn colored oak leaves to yard. Dozen yards..**\$1.80**
No. 34451. Same as above, all green leaves. Per dozen yards**\$1.50**

Shipping weight, 4 lbs.



Rose Leaf Vines.

No. 34473. Large autumn tinted leaves. Per dozen yards**\$1.80**
No. 34474. Large red tinted leaves. Per dozen yards**\$1.80**
No. 34475. Large fireproof autumn tinted leaves. Per dozen yards**\$1.80**
No. 34476. Large white fireproof leaves. Per dozen yards**\$1.80**
No. 34472. Large green leaves. Per doz. yds.... **2.40**

Above Prices Are Net.

Complete Autumn line shown in Catalog 353
Write for it.

Carl Netschert, Estate

12 N. Michigan Ave.,
 CHICAGO, ILL.

QUALITY is the predominating impression invariably created by our decorations. They impress you at first glance as being different and unusual—and the more you examine them, the more you appreciate their rare beauty and individual charm.

The high character of our decorations is due to the constant cooperation of our exceptionally competent designers, and the rare taste and skill employed in the making of every design we turn out.

Our decorative designs will be used in the Autumn and Holiday displays in hundreds of the best stores of America this season in New York, Chicago, St Louis, Philadelphia and dozens of other great cities.

If you have not yet had an opportunity of examining our decorations and comparing them with others, write us at once.

Our salesmen cover the United States and Canada and will be glad to call upon you.

The Natural Plant Preservers Co.

233 Fifth Avenue :- :- New York

Northwest Corner of Fifth Avenue and 27th Street



SERIES B1151

Why worry and spend your valuable time building Autumn exhibit backgrounds, when you can have delivered to you ready for installation and on time our Supreme Decorative Productions.

If you are seeking character, economy and service, buy our background, Series B 1151 as here above illustrated, 7½ feet high, 10 feet long, constructed of wall board, lumber and canvas, with full decorative relief which will qualify completely for one of the finest showings you ever had.

Specially Priced at \$50.00

A complete treatment for all your windows can be worked out with this design. Our different color schemes and scenes for each window will be furnished as per your requirements.

Orders for positive delivery on early openings must be sent to us immediately. Don't delay. Send your verified order today.

THE MODERN ART STUDIOS
431 NORTH CLARK STREET CHICAGO

BRADFORD-CHICAGO

Bradlite

DAYLIGHT LAMP
SHOWS COLORS IN THEIR
TRUE VALUES

Gives you Daylight on your Counters



FREE TRIAL OFFER

To responsible merchants we will send one unit
with the privilege of return if for any reason
does not meet with your approval.

If it doesn't do all we claim, send it back

Complete unit, 22 inches high, ready to install, with silk cord and standard plug.
\$12.00 each, f. o. b. Chicago. Canada, \$15.00.

I. L. BRADFORD & COMPANY
STORE DISPLAY FIXTURES—SEND FOR LATEST CATALOG
178 W. Jackson Blvd. Room 818, Medinah Bldg., Chicago

BRADFORD-CHICAGO



Superior "Royal" Design

A
New
Superior
Creation
Made of

Genuine American
Walnut, Mahogany,
Oak—any finish.

In
Workmanship
and
Design This
Fixture
is
Unsurpassed

The bases are
graceful in shape
and the standards
are octagon shape

Write For Cat-
alogue Showing
Our Complete
Line.



Special
Offer for
August
Only

This Superior
"Royal Outfit"

\$100.00

Consists of

2 collar stands..	\$ 12
2 hat stands..	12
2 tee stands..	12
1 coat form,	
Jersey cov-	
ered	15
1 pedestal, 16"	12
1 plateau, 8x	
12x24	22
1 clothing stand	10
1 overcoat stand	11
1 cane block..	5
1 card stand,	
7x11	6

Total....\$117

All for the
Special Price—

\$100.00

For the month of
August only.

SUPERIOR BRASS & FIXTURE COMPANY

"AMERICA'S ONLY COMPLETE STORE OUTFITTERS"

316-318 W. JACKSON BLVD

CHICAGO, ILL.

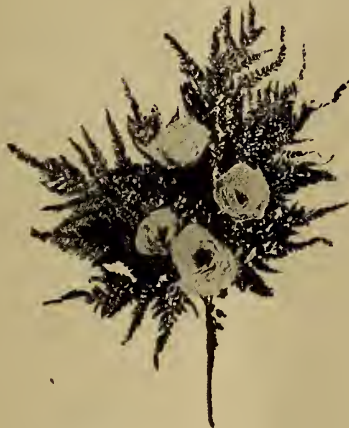
I saw it in the August "Merchants Record"—Page 16



No. E561—Aster Festoon. Size, 6 feet over all with 24-inch drop. Comes in five pieces. An excellent background or ledge decoration. Flowers any color. Foliage in green or Fall tints. Each \$4.00.

BETTER DISPLAY for LESS MONEY

is the name of our FALL CATALOG because we know the big factor in planning your Fall Displays is going to be PRICE—and we know that for that price you must have a QUALITY that is befitting a good display.



No. E564 — Poppy and Adiantum Spray.—Here is a novel combination of a tissue poppy combined with beautiful green adiantums. Size 24x18 inches. Each \$1.50. Doz. \$15.00.

Your Copy of Our Catalog
BETTER DISPLAY
for
LESS MONEY

Contains hundreds of illustrations of better merchandise at the right price.

IT'S FREE—WRITE TODAY

SERVICE FLOWERS

are a combination of both of these important factors and we can safely say that our prices are from one-third to one-fourth of the imported merchandise; prices and the quality are of the best.

CONVINCE YOURSELF

by making a comparison of prices and quality of our decorations with all others because we feel confident that if you do this you will join the ranks of *Satisfied Service Customers.*

SERVICE ARTIFICIAL FLOWER CO.

1307-1309 Clybourn Ave.
Chicago



No. E526—Rose Vine. Roses well made, in two tones of crepe paper. Leaves in green or fall colors. Length, 36 in. Each, 60c; dozen, \$6.00.

"The Display Manager's Handbook of Egyptian Decoration Is Worth Its Weight in Gold"

That sums up the opinion of those who have been using this very valuable book. It will help YOU with your background problems, it will show you how to design new and artistic window decorations; it will materially assist you in a hundred different ways. It is bound to become one of the classics of the displayman's library.

You need this valuable book in your daily work

It will save you hours of time, vainly searching for ideas—it is the most concise and authoritative work on period background. The keyed color chart alone is worth many times the price of the book. It will enlarge the scope of your work—will open up new and unthought of possibilities in display.

Fill out the coupon today for a *FREE* examination.

It costs you absolutely nothing to examine this wonderful book at our expense. If you are not thoroughly satisfied that it is worth many times the price return it within five days. No questions will be asked.

Without obligation send me a copy of "The Display Manager's Handbook," Egyptian Series. I agree to remit Five Dollars for the book or return it within five days.

Name.....

Address.. ..

City.....

State.....



No. M/G
Enamel Costume Form
Roman Period Base



No. M/F
Enamel Costume Form
Turned Wood Base



No. M/C
Full Enamel Waist Form
Roman Period Base



No. M/E
Enamel Costume Form
Solid Metal Base



No. M/D
Enamel Costume Form
Solid Brass Base

To Buyers
of Display Fixtures
Particularly to those who want
THE BEST

QUALITY DISPLAY FIXTURES

Has been our Motto for Sixty-six years. Every Fixture
is substantially built and finished by skilled workmen.

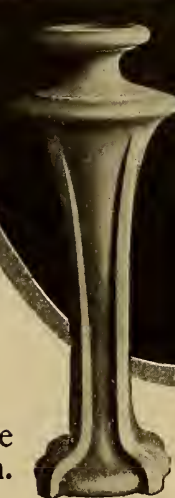
Write for New Catalogue and Prices
Representative will call on request

McKenna Brass & Manufacturing Co., Inc.
PITTSBURGH, PA.

New York Representative J. B. WILLIAMS, 1142 Broadway, New York City



No. 9
A New Special
Adjustable
Revolving Rack



No. M/K
Greclan Flower Vase
Very Artistic in
Design and Finish



No. M/B
Enamel Waist Form
Solid Brass Base



No. M/H
Wall Pocket for Flowers
Polychrome Finish



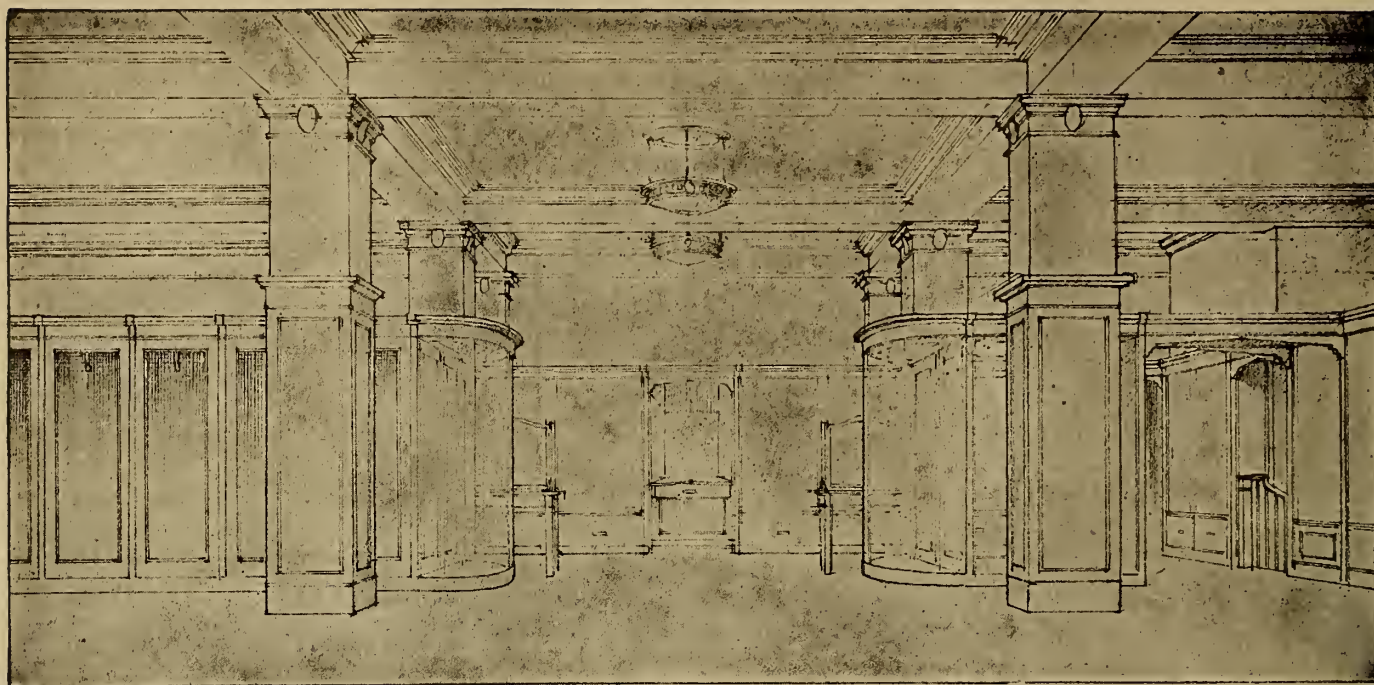
No. 1000, No. 1100, No. 1300, No. 1200
New Designs in Millinery Stands
Exclusive and Artistic



No. M/J
Roman Period
Pedestal



No. M/A
Enamel Waist Form
Turned Wood Base



Entrance to Millinery Department in New Fur Store of John T. Shayne Co., Michigan Ave., Chicago, Ill.

Intensive Merchandising

GOODS do not sell themselves—any more than crops multiply without cultivation. Intensive merchandising—like intensive farming—brings much greater returns on the same capital.

The Welch-Wilmarth Method in Merchandising is as essential to intensive merchandising as is fertilization to intensive soil cultivation. It is based on the theory that every available square foot in the store should be devoted to the selling of goods—rather than the storing of surplus stocks.

Its big value is the suggestive, almost irresistible, force it exerts in showing your goods so attractively that attention leaps up to desire, while the customer is in the store—in your store. It's the psychology—the vital part—of selling.

What do you estimate is the biggest asset of your store—right now? Your service? Your stock? Your advertising? Your location Your store front? They all contribute to your success.

Take your advertising: It helps—but are you getting all out of it that you could? In the broad sense of the word, advertising means trying to attract the attention of the customer. Our window display is advertising—and you appreciate its value.

Yet—many a merchant today is paying good money for excellent advertising space for which he secures no advantage whatever. The money is his store rental. The advertising space is his store interior. And Welch-Wilmarth Service utilizes it to the ultimate end.

The Welch-Wilmarth Companies

Grand Rapids, Mich., U. S. A.

BRANCH OFFICES:

Chicago
Pittsburgh

Boston
St. Louis

New York
Minneapolis

Philadelphia
Salt Lake City

MERCHANTS RECORD *and* SHOW WINDOW

VOLUME XLVII
NUMBER 2

AUGUST, 1920

Single Copies
Thirty-five Cents

The I. A. D. M. Convention

Twenty-third annual meeting greatest educational event in history of display man's organization—World's best artists on program—Manufacturers' Exposition most pretentious ever staged—Report of proceedings



LEADING display artists from every state in the union, and representatives of the profession from Canada and England were present at Detroit, July 12-15, where the International Association of Display Men met in its 23d annual convention. More than a thousand leaders in the greatest selling factor of retail advertising were present to take part in the greatest educational event in the history of this great organization, and the benefits derived from this meeting will be far greater in scope and value than those obtained from the educational features presented at any previous convention of the I. A. D. M. For four days every waking moment was occupied with instructive features intended for the advancement for the individual display man and the betterment and development of the general profession. A most pretentious program was successfully presented and carried through without an annoying interruption. From the opening of the first session on Monday morning, July 12, until the adjournment on the afternoon of July 15, not a dull moment was experienced, and on departing the Auto city it was the enthusiastic and unanimous verdict that the 23d annual convention of the I. A. D. M. was the greatest success in the life of the display man's association.

Triumph of C. F. Wendel

While the success of the event may be attributed in great measure to the calibre of the men having places on the program, it was the effort of Charles F. Wendel, assisted by L. A. Rogers and members of the Detroit Association of Display Men, that made this success possible, and never before has a program committee accomplished more than the one at the head of which was Charlie Wendel, dis-

play manager for the J. L. Hudson Company, Detroit, and the one which staged this greatest of all conventions. Never before has such a galaxy of display experts been together under the same roof, and the world's greatest mingled friendly with the delegates from small towns from far distant points. Always were these famed artists ready to offer assistance to fellow display men of less renown. With keen interest and undivided attention did these greats witness the demonstrations and listen to the talks on display and merchandising problems, and all were free to admit that they learned much—proving the statement of Walter E. Zenitzsch that "no man is too big or too little to be a member of the I. A. D. M., and today no display man can afford to miss the advantages afforded through affiliation with that Association.

Famed Artists Demonstrate

Among the world famed artists having places on the program were Herman Frankenthal, display manager for B. Altman & Company, New York, and generally known as the "dean of the display profession"; Arthur V. Fraser, display manager for Marshall Field & Company, Chicago, recognized throughout the world as the greatest display artist of all time; Homer H. Seay, display manager for Walker Dry Goods Company, Charleston, W. Va., an expert of national importance and one of the six display champions in the world; Raymond T. Whitnah, Crosby Bros., Topeka, Kan., another champion and man of national fame; Paul Honore, artist, known throughout the civilized world, and whose painted tapestries are at present creating a sensation throughout the country; L. E. Weisgerber, display manager for Lord & Taylor, New York City;

Copyright, 1920, by the Merchants Record Co., Chicago—Permission is necessary for reprinting long extracts or reproducing engravings; but editors are welcome to use not more than one-third of any article provided credit is given at beginning or at end, thus—"From the Merchants Record and Show Window, Chicago."



A PART OF THE GREAT CROWD OF TWELVE HUNDRED DISPLAY MEN AND MANUFACTURERS' REPRESENTATIVES

E. J. Berg, ex-president and display manager for Burgess-Nash Company, Omaha, Neb., Edw. N. Goldsman, display manager for Selfridge's, London, and President of the British Association of Display Men, and the many equally great artists who assisted in the competitive demonstrations.

The Greatest Manufacturers' Exposition

Assisting in great measure in the success of the big affair was the really remarkable manufacturers' and dealers' exposition, always a feature of I. A. D. M. conventions, but this year bigger and better than ever before. No less than seventy-five booths were constructed on the main floor and, adorned in beauty, presented every conceivable item of store and window equipment and decoratives. The importance of the manufacturers' and dealers' exposition may be judged from the description in another section of this report.

The usual election interest and excitement prevailed, and many novel and effective campaign methods were introduced, the greatest hit being in the form of candidate and convention city publicity matter being introduced by Clement Kieffer Jr., Buffalo, candidate for president, and Howard E. Bartlett, whose material was advantageously utilized in the voting on the 1921 convention city. At noon, Wednesday, the day of elections, a sixteen page edition of a Buffalo daily was distributed by newsboys to all attendants in convention hall. The entire front page was devoted to articles, cartoons, portraits, all in support of Mr. Kieffer for the office of president. Mr. Bartlett's hit was an eight-page edition of the St. Paul Dispatch, replete with feature articles and illustrations designed to impress upon all readers the advantages of St. Paul as a meeting place in 1921 for the I. A. D. M. St. Paul was successful in its contest for the 1921 convention city and the efforts of H. E. Bartlett, Ben J. Mill-

ward, Dick Myers, "Bill" Hinks and others for the Twin Cities were so resultful that Kansas City, Buffalo, Pittsburgh and Chicago were far in the rear when all the votes had been recorded. The St. Paul campaign managers had launched a campaign several months ago and by means of a most energetic and appropriate publicity matter, together with the support of the merchants of St. Paul and Minneapolis, had practically secured the 1921 meeting before the convention had been called to order. However, the St. Paul men continued their effective work and thus St. Paul went over in a walk-away contest. To the big three, Millward, Bartlett and Myers, goes the lion's share in this victory.

Election Activity

Spirited campaigns marked the contests for the offices of president and secretary, while unusual interest and activity were manifested in the offices of first, second and third vice-president. Clement Kieffer Jr., display manager for C. A. Weed & Co., Buffalo, was early in the field for president, and came to Detroit with the endorsement of several local associations as well as many individuals. L. F. Dittmar, display manager for Rike-Kumler Company, Dayton, Ohio, was also early in the race, but no sooner had the convention got under way than the remarkable work of Charles F. Wendel in staging the 1920 event manifested itself to all present, a fact together with the known ability and executive force of the man created a spontaneous demand for Wendel as the next president of the I. A. D. M. Though Mr. Wendel took no active part in the movement, his candidacy was quickly and enthusiastically championed by hundreds of delegates. Playing a leading role in the campaign to put Mr. Wendel in the president's chair was the Detroit Association of Display Men, every one of its eighty-four mem-



IN ATTENDANCE AT THE 23RD ANNUAL CONVENTION OF THE I. A. D. M., HELD AT THE ARCADIA, DETROIT, JULY 12-15.

bers becoming active in the movement to elect the Detroit man to the highest honor within the power of the I. A. D. M. Mr. Kieffer Jr., from the start conducted an energetic and clean contest, and it was early evident that the real fight was between Kieffer and Wendel, with Mr. Dittmar running in third place. On Wednesday morning, the day of the voting, Mr. Dittmar withdrew from the contest, releasing his pledged votes without instructions. After the casting of the heaviest ballot in the history of I. A. D. M. elections, C. F. Wendel was declared the winner. Of the defeated Mr. Kieffer it may be said that he made a grand contest and in defeat is one of the real progressive and capable men of the association. He was first to congratulate Mr. Wendel and offer his support to the new president in the many duties involved in the conduct of the office and the development of the Association.

Duey Re-elected Secretary

Two of the best known members of the I. A. D. M. and artists of national fame, were principals in the contest for the office of secretary, and incidentally it was the second time in two years that these men tary, T. Guy Duey, display manager for Wurzhave competed for the office. The present secreburg's Dry Goods Company, Grand Rapids, Mich., was opposed by William H. Hinks, former treasurer of the association, and display manager for J. W. Thomas & Company, Minneapolis. After a keen, but friendly contest, Mr. Duey was returned the victor. Contests featured the voting on other officers, particularly the three-cornered fight for the office of first vice-president, where Edw. K. Lummus, Almy's, Montreal, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va., and Carl Goettmann, Joseph Horne & Co., Pittsburgh, were contestants. Mr. Lummus was returned the winner over Homer H. Seay by the narrow margin of

eleven votes. Karl M. Amdahl, the Palace, Spokane, Washington, was the winner of the second vice-president's office, and G. R. Macgregor, The Hudson Bay Co., Winnipeg, Canada, was elected third vice-president.

Competitive Demonstrations Success

The competitive demonstration feature, introduced for the first time by Charles F. Wendel, was a pronounced success and every seat in the convention hall was occupied while these interesting and instructive numbers were in progress. These competitions were under the direction of John Loock, merchandise manager for George's, Buffalo, and one of the most capable as well as popular members of the association. With John on the job, there were no delays.

Of unusual interest was the competition for exhibiting manufacturers and dealers for the prize awarded for the best decorative set piece or unit, and in this competition the Adler-Jones Company, Chicago, was the winner in walk-away fashion.

The 23d convention was called to order at 10 o'clock, Monday, July 12, by President E. Dudley Pierce, who immediately called on the Reverend W. E. Bowyer to offer prayer. Following Rev. Mr. Bowyer came selections by The J. L. Hudson Company Male Quartette, the delegates evidencing genuine appreciation and enthusiasm for the remarkable fine entertainment afforded by the vocal artists.

Monday Morning Session

The first business session was then opened with the following remarks by President Pierce:

The President: We will come to order now. Ladies and gentlemen, I am now going to declare the twenty-third annual meeting of the International Association of Display Men open for the transaction of business and educational work. You know, I feel proud this morning, in fact, very proud, for this is the second time I have had



CHARLES F. WENDEL, PRESIDENT



T. GUY DUEY, SECRETARY



L. A. ROGERS, TREASURER

the privilege to preside at this organization, and I want to extend to each and every one of you a hearty welcome personally, and I would like for you to mix up and handshake and get acquainted. I am proud because I have had the privilege again of meeting a lot of my old acquaintances and gained a lot of new friends, and I am very proud indeed for the wonderful exhibits that the manufacturers are giving us this year, and I am very proud indeed for the wonderful accomplishment of the Detroit display boys.

With these few words I am going to introduce the next speaker. It now gives me great pleasure to introduce to you Mr. G. A. Walters, Deputy Commissioner of Police, representing the Honorable James Couzens, Mayor of Detroit.

The Honorable James Couzens, mayor of Detroit, was to have extended Detroit's welcome to the convention delegates, but was confined to the hospital. In his place he delegated G. A. Walters, deputy commissioner of police. Mr. Walters in extending the welcome made the boys feel that Detroit was a most hospitable city, and that the Auto City was honored to have the 23d annual convention of the International Association of Display Men. Mr. Walters' address of welcome:

Mr. President, Ladies and Gentlemen: I can readily appreciate the pride which your presiding officer feels in presiding over a gathering of this kind, and we share in the pleasure that he feels in welcoming you to the city of Detroit. There are many things that make us feel proud of having the window display men convene in the city of Detroit, and that I will touch on briefly later.

First, I want to express my regrets that the mayor, Honorable James Couzens, could not be here to look into your countenances as I do, and to get in closer communication with your organization which has been such a potent factor in the welfare of this country as well as in commercialism. The mayor unfortunately is confined to the hospital, and then next after him they asked Commissioner Inehes to come to this meeting, but he was delayed so that it was impossible for him to come; so I am the humble pinch hitter on this occasion and I am glad of it.

During the war, everywhere they looked for help and the window display men were there; they gave everything

to that patriotism, that loyalty, so that everywhere you passed along the streets of the city of Detroit and other cities you went into, that expression of that loyalty which they felt was given there in those wonderful windows, which gives the expression for the artistic mind, and that gives that tone to commercialism. No space was considered too valuable to be used in the interests of our great country, and wonderful was it in the effect that it had in recruiting soldiers and sailors and in the conservation of food, and in inducing people to feel a more lively interest in subscribing to Liberty Bonds and various other things that appealed to the public at large. You considered no space too valuable to have room for the American flag, and you used mottoes and slogans that thrilled the people of this republic of the great United States. So that your work was most potent and most highly beneficial in connection with the war. No words I could express could give adequate significance to your achievements in that respect. It was really remarkable that everywhere you went along the streets of the city of Detroit and in numerous other cities that it was my privilege to be in, that there I saw the arts and the skill and the importance of the window display men revealed in a way that was most potent in its results.

Now, it is not my intention to say anything extensive here because you have come from a distance and you have important matters to take care of, but I merely want with these few inadequate words to let you know something of the appreciation which this city of one million people feels toward you as expressed through his honor, the mayor, and the humble spokesman on this occasion.

Now, that is what I have in mind to convey to you, the wonderful results that were obtained through your efforts so willingly given as everywhere revealed. I know your growth has been remarkable. I understand that in 1908 there were some forty-five delegates here in the city of Detroit. We were ourselves then but a little village, but we have grown rapidly: This dynamic growth of Detroit has been most marvelous and there has been growth in the other cities around the country. Cleveland has been keeping up with us, and St. Louis, and we had a hot time becoming the fourth city of the country. Now, the window display men have helped to build up the interest there is in the cities, and you have helped to build up Detroit, you Detroit window display men. You have all had a wonderful influence for betterment in the



EDW. K. LUMMUS, 1ST VICE-PRESIDENT KARL M. AMDAHL, 2ND VICE-PRESIDENT B. F. MILLWARD, CHR. PROGRAM COMM.

downright commercialism and the art that has been woven into that.

Now, I want to renew the welcome the mayor extends to you, and I want to invite any of you who have time to come down to Police Headquarters. We think we have a good police department, and we will give you all the attention we can while you are here. We welcome you. (Applause.)

Mr. Millward's Response

Ben. F. Millward, display manager for Mannheimer Bros., St. Paul, Minnesota, and one of the most energetic and best known workers for association development, responded to the address of welcome.

MR. MILLWARD: Ladies and Gentlemen, I am proud this morning that I am a display man. I never was more proud in my life as when I sat here on this platform and looked over the assembly and the members we have here this morning. It gives me great pleasure on behalf of the International Association to reply to the many expressions of sincere welcome which we have heard here this morning. I want to say most emphatically that we are very glad to be here in this beautiful, wonderful city, and to partake of the many opportunities which Detroit has as a convention city.

I cannot help at this time but look back some twenty-two years when I attended the convention when there were, I think, fifty-nine members present the first day, and I think we had eight or ten come in the following day. There were no such demonstrations or exhibits as you will see at this convention. What a wonderful change has taken place since that time. Have you ever stopped to think what this organization has been in the evolution of window display from the overcrowded window with the spectacular background up to the present dignified, efficient, sales-making displays as we have today? Have you ever stopped to realize what this association has meant in that evolution and the influence it has had in a commercial and financial way? Not only have the newer methods of display brought better results financially, but they have elevated and beautified selling by creating a desire for better things in life, and that is our job, and we are putting it over; we are putting it over in every

city. I wonder if we appreciate the possibilities of our profession? I sometimes doubt it. We do not take ourselves at times seriously enough, but I want to tell you men the opportunity comes to you and me at all times in our different positions, the opportunities are coming, and they are becoming greater and greater for the display man. I do not think that the display game is exactly in its infancy; we have outgrown that to a certain extent, but I do think that the future holds bigger and better achievements for us.

It is really a pleasure to be here this morning and to know that we are going to see demonstrations on this platform this week that will be of benefit to us. We can leave this city and go back to our different positions benefited by the knowledge gained here, with a firm determination that we will profit by what we have learned here and put into effect.

Let me say in closing: Let this organization be big and broad, let its work be more and more along educational and building lines, and let no man think himself too small and let no man think himself too big to affiliate himself with this organization. It has helped me, and it has helped hundreds of us, for it is built on co-operation to the mutual benefit of all. Ladies and gentlemen, I thank you. (Applause.)

At this point President Pierce appointed the new auditing committee, membership committee, committee on order, and the judges of contest. This done, the first session was adjourned.

Monday Afternoon Session

The second session was called to order at 2 o'clock by President Pierce. Following selections by The J. L. Hudson Male Quartette, Oscar Webber, vice-president and general manager of the J. L. Hudson Company, Detroit, was introduced and addressed the delegates and guests as follows:

Mr. Chairman and Ladies and Gentlemen: It seems to me we are starting the program off this afternoon with a good deal of the Hudson store. If I can do as well, and please you as well as our quartette apparently has, I will be entirely satisfied.

I want to first extend to you on behalf of the merchants

of the City of Detroit a very cordial welcome. Speaking for the Retail Merchants' Bureau, and also for the merchants individually, I want to say I hope you will have a splendid time here, that you will go away with very fine recollections of this visit, and that this convention will be one of the best and most profitable meetings you have ever had. I want to say also that about the only good reason I got here this afternoon was because I wanted to please our good display manager, Charlie Wendel (applause). I really cannot think of another first class reason for my being here to talk to you this afternoon, because I know there are many here in this auditorium who know a great deal more along the line of display than I do. Therefore, I am not going to talk along technique, but I am going to confine my remarks at the way the head of the business might look at the display man's job. Perhaps I can give you a few ideas in tackling the subject that way, that will be of help to you.

For easy handling, I am going to divide the subject into three general subdivisions.

First, the relation of the decorator to the store organization;

Second, display manager's relation to his own organization; and,

Third, a very brief discussion of some principles of decoration.

First, the relation of the decorator to the store organization. I think the decorator should be responsible to some one person in the organization. You may say that is a truism, you may say that it is always true, but I can answer you that I do not believe it is. My point is that the display manager should be responsible in a big organization, for example, to the sales manager or merchandise manager, or some one person. In a small organization he should be responsible, perhaps, to the mer-

chandise manager, or the head of the store. I mean by that he should not be held responsible to twelve or fifteen or twenty or a hundred buyers of the institution, because it is absolutely impossible. Decoration, in my judgment, is an artistic affair. Every article has different windows. My idea of handling a given window probably would not coincide with the ideas of any one in the room. I would go in the window, and not knowing the job very well, I would probably do it differently from anybody here. I just simply cite that to show that in an artistic treatment of anything everyone's idea is different. Therefore, I do not believe that the display manager should have to please thirty or forty or fifty different people, but that he should be responsible to some one person and have to please him only.

All of the criticism of the display manager's job should be done by one person. That, I believe, is a very important point. In our institution we try to centralize all of the criticism that is done of all windows in the hands of our sales manager or director of publicity under whom the display manager works. Instead of letting each one of the buyers say to the sales manager, now you should do this way, or that window is rotten because of that, and that window is rotten because of this, we try to tell them that they must come to our sales manager or director of publicity with any criticism and he in turn will take them up with the display manager. I believe too much criticism from too many people is destructive. It is far better to have all the criticism centralized in the hands of one person. Despite that fact, I believe the display manager should do his best, and the entire department should do their best to please the buyers. So, you see, I am not in any sense knocking the buying staff of an organization, because it is absolutely true that perhaps they represent the producing end of the business more than any other part of the business. The display manager should do everything in his power, and the de-



Standing Left to Right: Geo. W. Hubbard, W. W. Moore Co., Sharon, Pa.; Edw. O'Malley, The Chicago Store, Kankakee, Ill.; L. A. Rogers, John D. Mahley & Co., Detroit, Mich.; Chas. A. Cook, The Wm. Hengeler Co., Buffalo, N. Y.; Howard E. Bartlett, The Golden Rule, St. Paul, Minn.; E. J. Berg, Burgess-Nash Co., Omaha, Neb.; J. J. Cronin, L. Bamberger & Co., Newark, N. J.; S. R. Mackabee, The May Co., Cleveland, Ohio; Perry Hunsicker, Nich Amster, Wooster, Ohio; M. F. Hoffstadt, The Peoples Stores, Charleston, W. Va.; Wm. H. Teal, Lasalle & Koch, Toledo, Ohio.

Sitting Left to Right: Wm. Tishman, Hahne & Co., Newark, N. J.; Edw. N. Goldsman, Selfridge & Co., Ltd., London, England; Herman Frankenthal, B. Altman & Co., New York City; Arthur V. Fraser, Marshall Field & Co., Chicago, Ill.; Chas. F. Wendel, The J. L. Hudson Co., Detroit, Mich.; Jerome A. Koerber, Strawbridge & Clothier, Philadelphia, Pa.; Wm. H. Hinks, John W. Thomas & Co., Minneapolis, Minn.



CANADIAN DISPLAY ARTISTS IN ATTENDANCE AT THE DETROIT CONVENTION OF THE I. A. D. M.

partment should do everything in their power to co-operate with the buying department, but it should be on the basis of friendly co-operation all the way through. The allotment of the windows, I believe, should be handled by the combination of the selling and merchandising end of the business. In our store that is handled by the director of publicity getting up a weekly window schedule and submitting that in turn to the merchandise branch of our business, and the two branches agreeing on them, and that being turned over to the display department, and I believe, personally, that is the ideal way. By that method you get the merchandising sense and you also get the selling sense and the display manager's contact with the director of publicity. By that combination you are sure to get seasonable displays, and you are sure to get proper co-operation.

The next general phase of the subject is the relation of the display manager to his own organization. First, I believe that a display manager should make a very careful analysis, you might call it, of his own job, an analysis of his problem, a study of the number of windows, the number of times to be treated each week, and, of course, that is a matter of house policy, more or less. That may be an easy thing to say, and probably a good many of you are doing it, but it is my judgment that a great deal of work along the lines of display management, but a great deal of work along many other lines, is done with but little careful analysis, and but little scientific thought. Therefore, I believe the first job of any display manager would be to carefully and scientifically analyze his problem.

I have suggested that a display manager is an artist, and I believe that. There is not any man or any woman that can do an artistic treatment of a window and handle it from the proper point of view unless he or she is an artist. With the artistic temperament I have discovered frequently comes a certain weakness along executive lines, a certain influence of a lighter character which can be eliminated by the decorator if he only studies the problem, if he only finds out the point of view of the clerk, and the executive point of view. If he will only analyze these weaknesses, he will do very well. Therefore, I say, first comes the study of the man's personality,

and a study of the problem along the lines outlined.

Secondly, the personnel of the department should receive very careful consideration, and I say that regardless of whether the department consists of two people or forty people. If you are the representative of a smaller store and have only a single boy helping you, that boy should be selected with just as much care as a man by the head of a staff of forty decorators should select his decorators, because in that boy you have a potential future decorator, potential future assistant, a boy who will perhaps have to step in during your vacation or sickness and hold your job for you. Therefore, the personnel of your department should be very carefully analyzed and studied to make sure you are getting the right material. There is not any use employing anybody for a window decorating department, in my judgment, who has not the artistic temperament, who has not a liking for the job. That is a very important proposition.

Next, I believe that the display manager must very definitely accept responsibility for the training of his assistants. I believe it is very true that the best decorators that have ever been produced, the best display managers that have ever been produced, have been produced from the school of experience. They may have gone to a display managers' school—they are good and I don't want to criticize them—they may have taken their courses in color harmony which are very beneficial and very important, but I believe the most important place to develop display managers is in the organization, in the store itself, where they can get the benefit of actual experience, and, therefore, I say to you all it is a thing you should give a great deal of attention to, namely, the training of display managers for this country and future assistants for yourself. Too much stress cannot be laid on that particular point.

I believe also, especially in the larger store—it can be carried out to a modified extent in the smaller store—that there should be an entirely separate organization in the handling of interior displays. It may be perhaps a pet hobby of mine, but I believe the average display manager falls down inside of the store. I do not want to say that as a criticism, but I say if there is any one weakness of the display management in this country, I believe



A Few Ex-Presidents. Standing, Left to Right, M. L. Hoffstadt, C. J. Potter, Ed. O'Malley. Sitting, E. J. Berg, Edw. N. Goldsman, E. Dudley Pierce.

it is inside of the store itself. Now, my judgment is that the departments should not be held responsible for the decoration of their own departments, but the display manager through a separate organization which he should build up within the store, should be entirely responsible for that problem. I am sure if you all went back home from this convention and went through your own store, and went through any of the stores you know, including our own, because I am not holding that up as an ideal of interior decoration by any means, because I think we fall down to a certain extent in that thing also—no matter what store you go into, you will find a lot of laxity in the interior display. I remember this last winter when I was out on the coast and I went into the most representative institutions out there, one of the best stores on the coast, and it was immediately obvious to me that the entire decoration of that store on the inside was done by the departments. I went down the main aisles of the business; the departments arranged off right and left. As like as not, the departments on this side had treated their show cases with crepe, probably a green, and the other department on the other side treated their cases with a lavender color, or something that clashed. That is typical of a great many institutions in this country. I believe if there is one message of importance to this body today it would be the interior displays of your stores should be given more consideration. True, your windows bring people into the store. You might say that they are the eyes of the store; nevertheless, after you get the people inside of the store and they approach a case and find it decorated with merchandise here and there and with no attention, the impression you might create in your windows, beautiful as it might be, would be destroyed in my judgment. So that I think this body as a unit could possibly take some action and give their consideration to that very important point. I do not mean that you should have a display organization to do your interior decorations. I believe you should have in a big store one person who is responsible for the interior display. He could have perhaps one or two assistants in a real large store, but their responsibility should be the training of the peo-

ple in the departments. In other words, in conjunction with the buyers, they should select a man or woman in each department who is particularly fitted to handle the displays and then they should work together as a matter of expense. It would be too expensive to work up an organization in the store to handle every case display, but it can be done through the department organizations, and through the supervision of the interior man, and on the part of the display manager himself.

The equipment of a display department should be carefully studied. I think I am a "nut" on that subject. I think there is too great a tendency on the part of many display managers to have too great a variety of equipment and not to standardize sufficiently. I think you have all had the experience of going past a window and looking in and seeing one form with one base with a pair of shoes and another form of a different style with a hat on it and a different standard, another form with something else on it, all in the same window, three or four different kinds of equipment. That reflects poor buying, poor standardization, and is absolutely unnecessary. It does not make any difference whether they allow you but a few dollars for stands and equipment, or whether they allow you fifty thousand dollars a year, your treatment



HERMAN FRANKENTHAL

should be standardized so that your window trims and interior trims should give you a symmetrical effect, and in many stores that is not true.

Also a word as to handling the equipment. When you stop to consider that you have money invested, it pays to see that the decorating room is neat and tidy, that your equipment is put away in a proper place and carefully handled.

The last general phase of the subject regards the principles of decoration. I told you at the start you have people in this room who know a thousand per cent more about these things than I do. You know there are certain things in which the heads of the business agree or disagree with the decorator. These eight things I am going to give you, I think, cover the main things where the contact between the decorator and the head of the business usually exists, and where the argument usually comes up. So when I talk, you will possibly have the feeling of being home in the store and perhaps having the boss talk to you. Charlic Wendel will certainly recognize all these things.

The first thing is the question of use of merchandise in a window as against the use of settings, so-called backgrounds, the use of drape velvets, artificial flowers, and materials of that nature. I am going to pass that subject by simply saying that I believe there is a tendency on the part of many decorators to spend more thought on their backgrounds, more thought on the artificial flowers that they put in the windows, more thought on the drape velvets used, than they do on the actual merchandise. In my judgment it is the merchandise which counts, beautiful draped silks, beautiful draped dress goods with a proper setting, the merchandise as a whole treated in a harmonious and symmetrical fashion. What is it you are trying to show? True, you are trying to attract attention to the windows, I agree with you, but what the people are interested in is the suit or gown in the window. That is what is going to bring the women into the store, and not the background, the velvet or flowers, and those things detract from the thing you are trying to show, and trying to accomplish, namely, drawing the customer in the store. Therefore, I submit these effects have simplicity in window trims with merchandise rather than with artificial trim.

Another point I am not going to pass because I expect to see it a very important part of the window decorator's art,—I understand from the program you are going to have specialists along that line to talk to you, but I just want to ask you one question. What is it the ordinary customer expects to see as they go in the store? If it is in the spring time, and a new color has been developed, something the women have read about in Vogue, or other fashion magazines, and they come to the store and see an entire setting of one harmonious color, I guarantee you will see ten times as many people stop in front of that window and exclaim about it and view it with a desire created by the merchandise, than the next

window which has got perhaps a miscellaneous line of merchandise with many colors.

The amount of merchandise is another subject about which you can get into a great many arguments. My personal feeling is that there are some stores in these United States which perhaps overdo it; I might say, put too little merchandise in the window. In other words, they try to be too dignified, put in one beautiful center, and perhaps one or two pieces on either side. Perhaps those stores are trying to overdo that, and they do not get the selling effect in the windows they might otherwise get. On the other side there is a group of display managers who in my judgment, clutter their windows. They put two or three times as much merchandise as should go in. I simply don't know what the happy medium is, but there is a happy medium of the amount of merchandise that should go in the window. I am not talking about the ordinary sale window, because the ordinary sale window will stand more treatment than the style window that brings people in for new merchandise.

The cleanliness of the windows is another important point, and I believe that the last thing that the display manager should always do, and most of you display managers undoubtedly do so, when you get through is to walk on the outside and scrutinize it just the same as the average woman or customer would. If there is dirt in the corner, they say that display manager is a poor housekeeper, and the manager is a poor manager to allow that to exist. The detail in your window is very important.

The fifth point, the sign cards are another thing that deserve a great deal of study. If I were the display manager of the department store and I had charge of the sign cards that went into my window, I would get the advice of the advertising manager; I would get the advice of the publicity director or sales manager, if there be any in the organization, so that the sign cards which I put in my window had selling arguments, not too large, nor yet too



CLASS 1—OPEN—(WOMEN'S WEAR)—1ST PRIZE—ELLSWORTH H. BATES, C. W. KLEMM, INC., BLOMINGTON, ILL.



CLASS 2—OPEN—(PIECE GOODS)—1ST PRIZE—W. E. ZEMITZSCH, FAMOUS & BARR, ST. LOUIS, MO.

brief, and yet an argument that showed what the merchandise was, where it was located, very briefly and concisely, and yet was put in there with a selling punch, and I would see that the card was of a proper color to harmonize with the window, and that the lettering was properly done and in a workmanlike manner, and I think many of you will agree that many sign cards you can see in the windows are not in that class.

The next point, the careful handling of merchandise. That is where the average display manager gets in "dutch" with the buyers, where they get expensive silks and take them into the windows and ruin them as is occasionally done. No wonder the buyer kicks at the loss, and most likely lots of times it is not at all necessary, so that careful handling of merchandise will do more to keep you in good trim with the buyers and management of your institution than almost any one thing.

The next point is seasonableness of display and frequent changes. My opinion is every display manager's department should be so organized that you can have very frequent changes if it is desired. We have very frequent changes in our store. In fact, I have been told that we probably change our windows more than any other store in the United States. I don't know whether that is true or not, or whether it is a little line of bunk that is being handed me. But I do know we change them very often. Sometimes they are in only two days, sometimes only a day, and sometimes three or four days, but we have very frequent changes. That is open to a good deal of argument, I know, and I am not going to get into the technique of it. Perhaps somebody will be better qualified to talk to you on that line than I am. I believe especially in seasonable displays, and when you are showing the style merchandise you ought to change frequently, and you ought to have your department organized to be able to do so.

I said when I started that I just came here this afternoon to give you the ideas from the viewpoint of the head of the business, and these last eight points are the things you usually argue about with your buyers or your boss, and I am leaving you those few thoughts that I have given with the hope they will help you along the way to the

success that you all want to become in your departments. (Applause.)

President Pierce then introduced the Detroit Association of Display Men, the largest affiliated local body of display men in the world. Each of the eighty-five members of the Detroit local came to the speaker's platform midst great applause.

Herman Frankenthal, display manager for B. Altman & Company, New York City, and famously known as the "dean of the profession," was next introduced. Mr. Frankenthal was greeted with thunderous applause as he responded to the introduction by the President. Following a few introductory remarks which were of unusual interest and value the great artist set to work in the actual demonstration of draping two figures. Every eye followed the every move of the master while he, in a startling manner created two gorgeous drapes. Mr. Frankenthal's demonstration is reported in detail in another section of this issue, and there are presented in conjunction four illustrations of the beautiful drapes presented by Mr. Frankenthal during his demonstrations. At the close of his number the "wizard of drapes" was accorded one of the greatest ovations ever given an I. A. D. M. demonstrator.

Draping on Forms

Then came the first number on the Competitive Demonstration Program, a test on "Draping on Forms." The entrants in this class were: Fred Johansen, A. Holthausen, Union Hill, N. J.; Ellsworth H. Bates, C. W. Klemm, Inc., Bloomington, Ill., and W. Guy Warner, the J. L. Hudson Company, Detroit. Fred Johansen was the winner in this class and received a silver medal. W. Guy

Warner was second, and Ellsworth H. Bates, third.

The second competitive demonstration provided a test in "Draping on T. Stands." The entry list was the same as in the previous demonstration, but this time Ellsworth H. Bates received the verdict and a silver medal; W. Guy Warner again took second honors, and Fred Johansen ran third. The verdict in all competitive classes was reached by ballot of delegates in attendance at demonstrations.

The second session was then adjourned.

Tuesday Morning Session

Immediately following the call to order by President Pierce, Arthur V. Fraser, display manager for Marshall Field & Company, Chicago, was introduced, and a splendid reception was accorded this artist, who is generally accepted as the greatest display man of all time. Mr. Fraser's address on "The Evolution of the Display Man" was a masterly one and was followed with the closest attention of every attendant in the overly-crowded convention hall. Not a word from this great artist did they want to miss, and the delegates manifested their great appreciation of Mr. Fraser's clever address when he had concluded. Mr. Fraser's address follows:

Mr. Fraser's Address

Gentlemen, I do not feel that I have anything new or anything beyond what you already know to talk about. I am just the same as you are, and I have been doing the same kind of work for years, and I do not consider myself any better than anybody else, but just as good, and the things I am going to talk about are the points

that we might forget sometimes in consideration to other people that we come in contact with, and our own boys, our own helpers, the coming window trimmers of America. We are all growing into age. Somebody has to take our place from time to time, and I fear it is our duty to bring up some youngsters into the field of window trimming and teach them the right way, the way to think for themselves.

There was a time, when I first started to do window trimming, that we called window trimming what I am talking about just now,—window trimming. I want to forget that we are trimming windows. I want to think that we are all decorators, to elevate ourselves to the point where we adorn the body and we adorn the home with beautiful artistic expression of our own temperament.

First of all, to enter into that profession of ours, we must find ourselves. I think that there are a good many men in America today that call themselves window trimmers that have not the right to call themselves window trimmers, and far be it from a decorator. We have been created by a Creator. God has put something into us, a temperament, a flame that makes us express something. That flame might lead you to a different vocation. You might be born to be a lawyer, or a preacher, or a doctor, or a craftsman of some kind. I think it is the most unfortunate thing that a good many men enter this field just for the sake of getting the money that is in it. That is the expression I have heard more than anything else. At my own place, my own studio, I get on an average of about four or five young men a day that apply for positions. The first thing they want to know is if there is room for them. My first question to them is, "What do you come here for?" Well, the answer is generally, "An easy job." (Laughter.) "I want to do this because somebody else has done it, and they have been successful," and I ask the young man from time to time, "Have you any reason for coming into this field? Why do you want to be a decorator?" "Well, Mr. so-and-so has made lots of money in it, and I thought it would be a good



CLASS 3—OPEN—MILLINERY—1st PRIZE, ELLSWORTH H. BATES, C. W. KLEMM, INC., BLOOMINGTON, ILL.



CLASS 4—OPEN—1ST PRIZE—WALTER E. ZEMITZSCH, FAMOUS & BARR, ST. LOUIS, MO.

paying position, and I thought I would take a try at it."

I don't know why it is that all schools do not teach the young men to find themselves, teach them what their vocation should be before they try to do any one profession. I have a young boy that is growing, and I am not going to tell him to be a window trimmer, decorator, or a doctor or anything else. I am watching him.

Now, gentlemen, if you will look into it, the idea that I want to convey to you just now, that I want to impart, is the fact that we must try to find ourselves in order to help the other fellow to find himself. Find out what temperament we have, whether we are artistic.

Now, if you go back to the age of seven, the age of eleven, the age of fifteen, the age of eighteen,—come back to your first age of seven, you did certain things at that time, at that age, that you enjoyed; it was a pleasure for

you; you played a certain way with certain toys, and you somewhat were formed then in your temperament, and that temperament gave you great pleasure in doing those things that you did at that age. Then you go a little further to the age of eleven and you will find that that same inclination, that same hobby would be a little more developed in you, and at the age of fifteen then you commence to investigate to see how you can fit in certain parts of the things you like best. Then at the age of eighteen your mind is pretty well made up, and you launch out like the young man I have just talked of—you want a job.

I tell you it is a pity to come in contact with the young men that are turned out of our schools today when they commence to ask for their first position. They do not know what they want to do. I don't know if it is be-



CLASS 5—OPEN—LINENS—1ST PRIZE—WALTER E. ZEMITZSCH, FAMOUS & BARR, ST. LOUIS, MO.



CLASS 6—OPEN—INFANTS' WEAR—1ST PRIZE—WALTER E. ZEMITZSCH, FAMOUS & BARR, ST. LOUIS, MO.

cause the parents have lavished them with all sorts of toys, machinery, pictures and everything imaginable, to detract their mind from what they are suited for. I think it is a mighty good thing if you have any children to make them play with the things they are inclined to play with and not the things you enjoy yourself. I have a boy growing up. That is why I talk this way.

I ask my young men the reason for coming into the department. Once more I will repeat the same thing. Then I go ahead and ask him, "Are you musically inclined? What kind of books do you read? What kind of pastime have you? What do you do of an evening when your work is done? What is your recreation?" And I try as much as I can to find out the inclination of the young man, and I have told more than three-fourths of the young men who have applied for positions that they were unfit for that position, to do something else. "Well, my father wants me to do this, and my mother wants me to do this, and I would have to do what I am

told; I have certain responsibilities and I must do this and that."

All very well and good. If you have to have window trimming as a step toward becoming something else, a decorator, or some other artistic profession, well and good. But I don't know. When I was a little fellow I did not trim windows, but I did the nearest thing to it that a boy can do at the ages I have mentioned. I have grown into it, and found pleasure in it, and I cannot do anything else today.

Now, there are lots of men who have gone further than our boy of eighteen. I have had young men who have stayed with me as long as three or four or five years that I have had to tell to go away and seek something else, that it was not their calling. I think it is a very wrong thing for a professional man to hold a man any longer than necessary. If the man is not suited for the position, the quicker you tell him to get out the better it is for that man. Put him on his own responsibility.



CLASS 7—OPEN—LINGERIE—1ST PRIZE—F. G. R. L ACEY, FAIRWEATHER, LTD., TORONTO, CAN.



CLASS 8—OPEN—CORSETS—1ST PRIZE, F. G. R. LACEY, FAIRWEATHER, LTD., TORONTO, CAN.

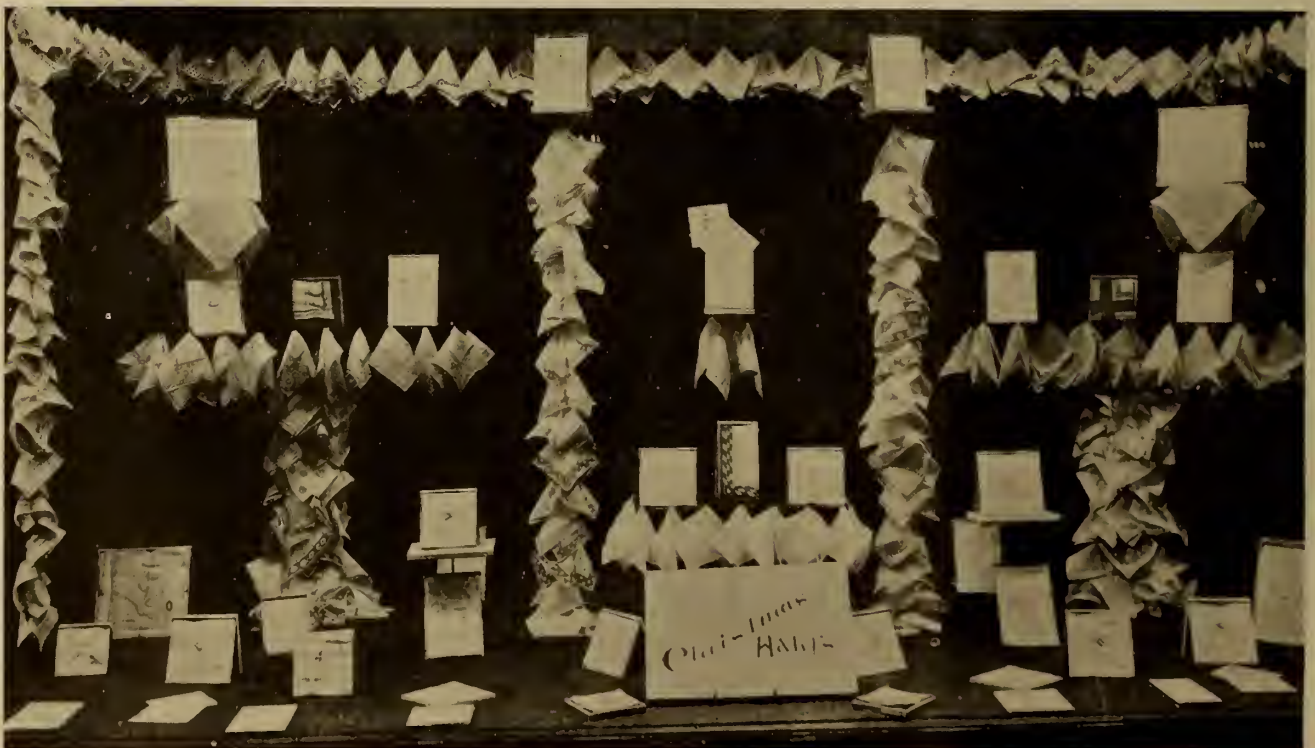
Everybody should think for himself and take care of himself. A young man of eighteen should be responsible for all his actions. He should not have anybody helping him only to do the right thing, but if he does not help himself, how are you going to help?

You know when you find yourself you say, "I am," "I think," "I act." I think we ought to look into ourselves from time to time because we are liable to get into a rut, we are apt to be satisfied with ourselves, thinking we are better than other people. I think the best way to learn something is to feel you do not know anything, and that is the way I feel. When you learn who you are, what you are, where you can place yourself, then you discover your own part, and you can fill it. Think in what direction you should go, and start

along on the road. If you start from Chicago to New York in an automobile, that is, if you want to reach the goal, a goal of being a great artist or great decorator, you have to follow the straight road. There are many little paths that might be attractive to you, other businesses you want to enter. If you get out of the way, it is like getting two or three hundred miles, maybe ten or fifteen miles, and you have to come back and get on the road again to go to New York. That is why you have to think to reach your goal.

I think there are more possibilities in America than in the whole world today to do artistic work, to do decoration, architectural elevation, color scheme, beautiful demonstrations of draperies.

By the way, when I was about at my first experience



CLASS 9—OPEN—HANDKERCHIEFS—1ST PRIZE—J. E. HOPKINS, GEO. A. GRAY CO., DULUTH, MINN.



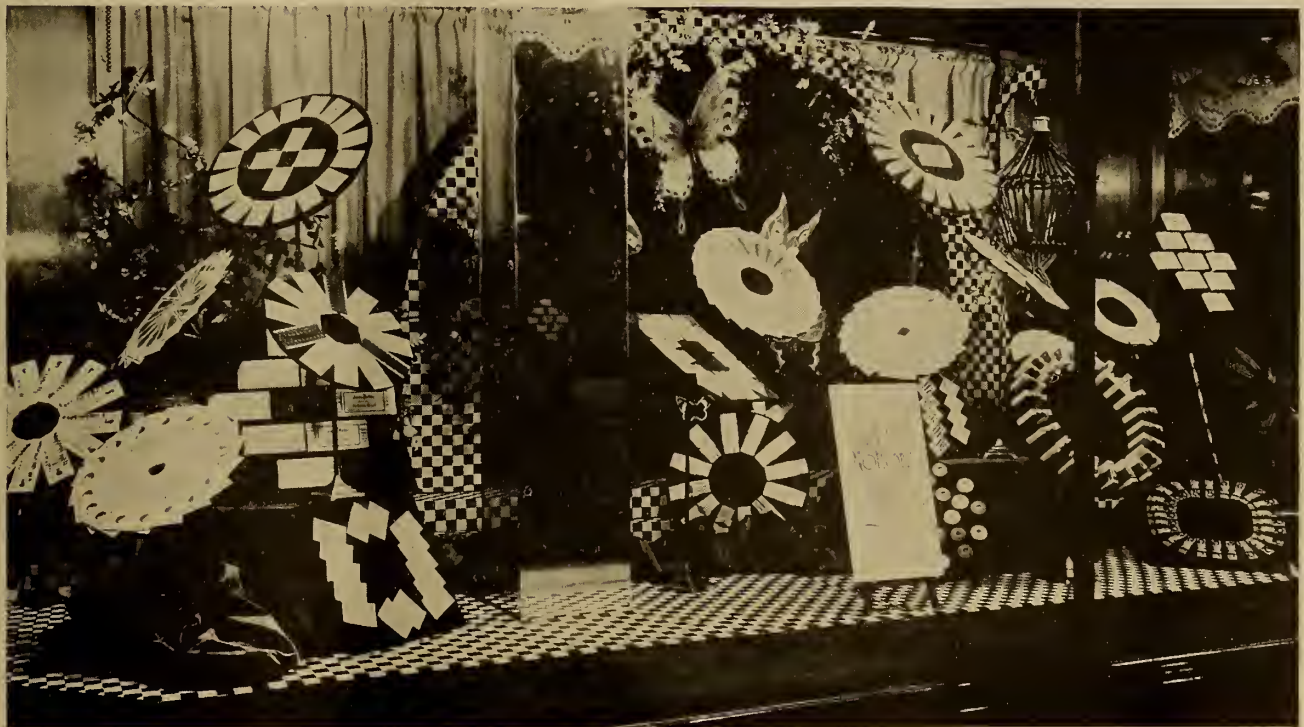
CLASS 10—OPEN—RIBBONS—1ST PRIZE—WALTER E. ZEMITZSCH, FAMOUS & BARR, ST. LOUIS, MO.

in window trimming, about twenty-seven years ago, an old gentleman came to me and said, "Well, Fraser, don't you know those draperies you are hanging there all look very nice, but you know there are certain folds in drapery that give a great deal of value to a drapery?" He said, "It takes a professional to do that sort of thing." Well, you know, in studying art you find that drapery is a very essential thing. That old gentleman opened my eyes and I became interested in drapery. Then I became interested to go that way. That old gentleman followed me. When I came to Chicago I saw different things, and I made up my mind I wanted to learn how to make draperies. I had to be told that. I think you have to tell those things to your assistants from time to time, the young men you are going to bring up. I think you all have a family to

take care of from time to time. Teach your men how to think for themselves, put them on the right road. Point out to them the goal that they are going to reach.

There is a great possibility, as I started to say, there are more chances for a decorator today than there has ever been. America is full of money. There is a surplus of money here and a surplus of money means art, a demand for greater artists, men that can demonstrate in an artistic way the material you have to construct with.

I think every decorator should understand architecture, should be able to make some sketches. They might not be as elaborate as those of some men who have finished up their courses in some art academy, but by all means learn to express yourselves in something. Think now.



CLASS 12—OPEN—NOTIONS—1ST PRIZE—G. E. WHEETE, VANDEVER'S, TULSA, OKLA.



CLASS 13—OPEN—TOYS—1ST PRIZE—H. H. SEAY, WALKER D. G. CO., CHARLESTON, W. VA.

To show you what it means to express something, to do something, to think, not very long ago I had a certain young lady working with me, and I said, I want a certain flower made. I want about fifteen different flowers from this material to produce this picture. She said, "I can't do it, can't do it, can't do it." I said, "Yes, you can. You make one. After you have made one, you make the other one just as contrasting to the first one as you can possibly make it, and thus you create two forms, and after you have two forms, you may have an intermediate, and then go a little farther and take a little thought of your geometry, take a square, a circle, an oblong, a rectangular form, or any form you want, and form something different please, as many different combinations in that as you can." I will say she covered one-eighth of the field in that direction. That revealed a possibility of one-hundred per cent efficiency in that direction. That is all we can do in our work.

If we learn to express ourselves in a small measure, it is just like a tuning fork on the keyboard of a musical instrument, you get all the music you want, but you must sound the tuning value of your instrument yourself. You know I think we are so elaborate sometimes in trying to please ourselves that we beat around the circumference all the time instead of getting right at the center of things. We should do all that we do from the most simple basis. It is easy to think and reveal to yourself your own temperament. You would be surprised with what you can do. I have gone and made this little illustration because some people say, "I cannot draw. I never drew anything in my life." Learn to draw, learn to draw a square, an oblong, triangle, or any form at all in geometry. After you have learned to do that, you take three figures and form them into a vase, or form them into a piece of furniture by a subdivision of the same different forms, and you will be surprised what you will do. Well, you say, "I don't want to show that to anybody, they will laugh at me, that is kindergarten play." If you feel what you are trying to register on that little piece of paper, if you think

you make him see the very same thing you see yourself, and you might land a big contract by it some day. It is all in training.

After you are positive that you have acquired that power of expression, then you can go to work and accomplish something. You can demonstrate all that can be produced with matter. There are none of us here, gentlemen, creators. We have been created with our temperament, and with energy, and if we have the right temperament and place it in the right place, there is nothing impossible.

After we have learned all of these little points of progress in our work, one thing that we must teach ourselves is that we are greatly influenced from time to time by flattery or force of circumstances to do things that we do not like to do. We do it to please this one or that one; we do it to get our salary in fact, and that is wrong. If you know your business you should be a counsel to your organization. The different parts of your organization have their different functions in the business; they are specialized in their direction, and you are specialized in your direction, and you should be a counsel, and you should not be a man who should have to be called up today, "Mr. Brown, do this; I want a sales window today." Mr. Brown should tell the other gentleman, "I think it would be right to do this for I see a great future in this, there is a great harvest in this possibility and it is the right time to do it."

You have to learn to tell the truth. When you do anything to please someone else, you are not telling the truth. The people always demand flattery. If you listen to the comment, "How beautiful it is, how charming that is," and all this and that of flattery that means nothing when you come right down to it, but it is unfortunate that ninety-five per cent of men are carried away by that kind of flattery and they always go the wrong way. Give the people what they ought to have, what you know you ought to give them, but be sure you know it because you have to tell the truth. All your demonstrations have to

be truthful, they have to be correct. If you go into a color scheme, it has to be scientific. If you go into architecture, it has to be according to the laws of architecture. We work with matter, building material, whether that is silk, laces or woollens, or any part of dry goods or groceries or drugs or anything at all, that is all matter. We have to gain the power of each individual matter and create a constructive value, a selling value to unload or dispose of as much of that material as we can possibly suggest.

I have often made this statement, that some people going to Egypt might see an immense pyramid built with bags of cement of great quantity. As demonstrator we want to go to that big pyramid of cement and take one bag, one little unit and express the possibilities into many forms of construction. We sell many pyramids by doing that. On the other hand, if you only look at the pyramid, the big elevation of cement, you won't sell a bag. It is the same with silks; it is the same with all items of dry goods you have to manipulate. If you can give us a suggestion of construction of dresses or draperies or wall covering, or any part at all that takes care of adornment of the body or the home, the house, you are the best salesman there is in your organization. You gain the confidence of your clientele because you tell them the truth. If you demonstrate wrongly to your conviction, that everything is good enough for the other fellow, you will get very little in this world. I always think that the other fellow knows more than I do. I have been taught that from a boy, and I have never been fooled. I am trying to learn, I am trying to find myself today, gentlemen, more than I have in all my life.

I will deviate from my subject a little just to make another connecting link. Not long ago I was asked to talk about decorative periods. All I am going to say about periods to link myself back is the fact that for a period of ten or fifteen or twenty years, seventy-five or a hundred artists worked in communion with each other to produce a certain style. They have formed that style and created it and used it in a concrete form with all the truth

there was in them, but today there is not a decorator anywhere in the whole world to destroy the elements of that style, Louis XIV, Louis XV, the Renaissance, or any of those styles. See how big we are when we can compare ourselves with fifty thinking minds for a period of twenty years that have gone past. We are just like a little glass of wine. You may take from the big bottle and put into the small glass, but it only holds so much. You have to fill each time. You have to learn one period after another because one period is too complex for one man to understand. I cannot be fifty men. Nobody can be fifty men. But you can be yourselves only by the support of all the influences you bear among yourselves. Let us try to hold ourselves together by thinking in one direction for one purpose and go to it.

Thank you, gentlemen. (Applause.)

A. L. Powell, Illuminating Engineer, Edison Lamp Company, Harrison, N. J., was then introduced and spoke most interestingly on the important subject of "Modern Window Lighting" as follows:

Mr. Chairman, Ladies and Gentlemen: I am always greatly pleased to have the opportunity of talking to the display men on the subject of lighting. For the past decade or so I have had the opportunity to observe progress in illumination, to watch the fields of office lighting, industrial lighting, residence lighting, store lighting, and the other numerous applications of light. I can frankly say in all trueness that no one field has as near reached perfection as the show window, and from a beginning which violated many of the principles of correct lighting. You all recall about ten or fifteen years ago we thought the correct method of lighting a window was to install a number of bare unshielded lights around the edge of the window, thinking by a blaze of glory to attract the eye. We did not realize that very little of the light was effective on the merchandise, and moreover, a lamp interposed between yourself and the merchandise created a



CLASS 14—OPEN—UNDERWEAR—1ST PRIZE—E. H. BATES, C. W. KLEMM, INC., BLOOMINGTON, ILL.



CLASS 15—OPEN—MEN'S CLOTHING—1ST PRIZE—GEO. B. SCOTT, THE METROPOLITAN, DAYTON, OHIO

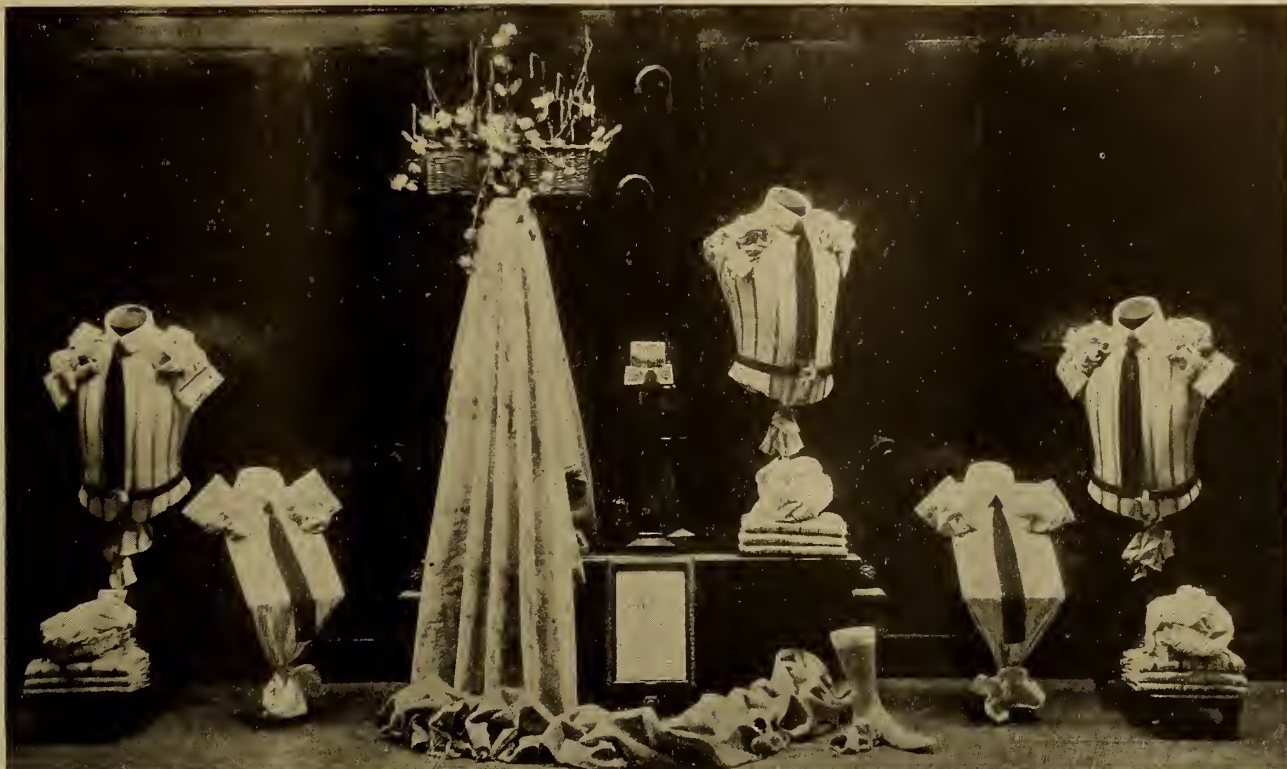
mist or vale which actually prevented you from seeing that which you desired to view. A glaring light before the field of vision reduced the ability to see to a remarkable degree.

Then as I said before, a bare lamp disperses the light uniformly, and very little of it gets back on the merchandise. A great deal of it reached the street surface where it was not necessary. So, the practice of concealing lamps from view came into use, eliminating this glaring factor, and equipping them with reflectors to direct the light on the merchandise where it was needed, and now over ninety-nine per cent of the store lighting installations, I will say, have suitable reflectors, locate the lamps in the proper place, and thoroughly conceal them from view.

On the other hand, window lighting is a most fascinating subject in view of the future possibilities. While we have had this wonderful advance, we have had possibilities which are equally as great and which will improve lighting conditions and attractiveness of the window to a degree comparable with that improvement which has taken place in the last decade. By this I mean the use of stage effects for the show window. When you come right down to it, the display man is nothing more or less than the stage manager of a miniature stage. His actors are dumb, it is true, but he has to pay the same degree of attention to the grouping of his actors and the setting of his scene that the most expert of the stage managers pays to his job. Now, the stage manager, contrary to the display man, does not confine himself to what we



CLASS 17—OPEN—HATS OR CAPS—1ST PRIZE—A. W. MERRY, BAKER CO., TOLEDO, OHIO



CLASS 18—OPEN—SHIRTS—1ST PRIZE—C. W. AHLROTH, THE UNION CO., COLUMBUS, OHIO.

might speak of as raw or unmodified light. In other words, the light from the clear lamp. He gets his effects, his psychological effects, by the use of color and direction of light, and there is where the display man has to learn a lot from the stage manager. He has begun to get some of these points into practice.

If I remember correctly, it was about five or six years ago I had the pleasure of talking to the same organization down at the Waldorf in New York. I imagine that was one of the first times that many of the men had called to their attention the effect of color lighting on the appearance of an object, and the effect of directional lighting on the appearance of a given object. There

I had a small booth and manipulated switches and turned on various colored lights and various direction lights and produced some rather startling effects. Some of the suggestions sent out about that time have grown, and we are using now quite a number of windows illuminated with suitable color effects. Fifth Avenue in New York City produces many of these most charming windows which are made possibly more attractive by the use of two or three tone lighting.

Now, the incandescent lamp itself, which is the universal light source in a window, is very fortunate in having what we call a continuous spectrum. In other words, every color of the rainbow is present in its light, from the



CLASS 19—OPEN—MEN'S FURNISHINGS—1ST PRIZE—A. W. MERRY, BAKER CO., TOLEDO, OHIO

red down through the violet and you can accordingly modify the light from the lamp by cutting out certain of these rays. For instance, if you should cut out all the red, orange, yellow and green light, the blue light would come through and you have a pure blue or blue violet, and so on. If you cut out the blue, green or yellow, you would have a red or red orange left. That effect can be obtained by dipping the lamp in suitable dyes or by passing the light through color screens which absorb certain rays, and leave red, yellow, orange, green, blue or violet light, whatever may be desired. Now, remember that all of these changes in the color of light are obtained by absorption. So to get a blue light means a sacrifice of a considerable portion of the light from the lamp itself. The same way with any other color, but on the other hand, you are after an effect and you can afford to waste some light to get color effect.



CLASS 20—OPEN—DRAPES—1ST PRIZE—E. H. BATES, C. W. KLEMM, INC., BLOOMINGTON, ILL.

Now, each display to my mind demands a different color treatment, and there is where the future along this line lies. As you glance down the large windows of a large store now, each picture created by the display man is distinctive itself, and yet all are lighted by the same color. Now, I believe in the future, after the display man has created his picture, he will proceed to paint it with light. He will have, say a display demanding a madder tint, another one, possibly a green, next daylight tone, and so on down the line, leaving the individual choice of color to the display man who has the artistic sense and with a little experimentation will soon determine what particular color tone best suits the picture he has created. Men's clothing, for example, might logically demand a daylight color to display them to the best advantage. Alongside of these may be a display of ladies' lingerie; possibly a delicate pink for general illumination might be suitable there. The next window might be a

display of spring wear where you want to create the warm summery atmosphere of the Florida climate, and you visualize there a yellowish green light, a mixture of green and yellow light will give you just the effect you are seeking. And so on we might seek to analyze the various effects demanded, but just this hint will indicate to you the possibilities.



CLASS 21—OPEN—BOOKS—1ST PRIZE—L. F. DITTMAR, RIKE-KUMLER, DAYTON, OHIO

Now, how to get these effects. Simply take some mechanical means of putting across the mouth of your window lighting reflectors some sort of a holder, and in that a gelatine screen which can be obtained from any house of theatrical devices, and modify the light. You may want just a pink tint. Now, pink is nothing more or less than a mixture of red and white. So equipping, we will say, eight out of the ten of the lamps with red color screen, leaving two of them without color screens, would give you that admixture of light which you desire to get that effect with. Another display might demand a gradation of color along the length of the window. For instance, you might have color lamps at one end of the window and the next few shaded into madder, and the last few into green. In that way your display would be lighted with each tone. Some particular display might



CLASS 22—OPEN—JEWELRY, ETC.—1ST PRIZE—P. S. WILLIAMS, ST. LOUIS, MO.

require just the opposite effect to that, extending through a blue, up possibly to the madder at the other end. It is impossible to name all the variations which might be encountered.

So much for the general lighting. Now, in addition to supplying general lighting for the stage, the stage



CLASS 23—OPEN—SPORTING GOODS—1ST PRIZE—L. F. DITTMAR, RIKE-KUMLER CO., DAYTON, OHIO.

manager utilizes spots of light. He brings out particular objects or particular actors which should be called to the attention of the audience by illuminating them to a higher intensity. The display man has exactly a similar problem on his hands. A certain object might demand a higher intensity, and there the standard overhead stage type of spot light equipment with the concentrated filament mazda lamp or the better type of foot lamp would be particularly useful. This also can be equipped with color screens. They are inexpensive, probably costing somewhere between twenty or thirty dollars, if I recall correctly. A large store should have a number of these spot lamps which can be plugged in at random and used for individual displays, a simple hook put in the ceiling and some kind of means to shield the lighting device

from the view of persons in the street is all that is required. You can well imagine a window for example, having a display of wicker furniture, a porch scene with a couple of table lamps in that. You cannot provide enough light in those table lamps to illuminate the scene. Otherwise it violates the first principle of window lighting by having a large source of light in the view and becoming glaring, and yet you want to create the impression that this light comes from the one table lamp and one floor lamp. Put in enough light to illuminate the style of the shade, while lighting the entire scene with a green light from overhead, a moderately high intensity of green light; a slight amount of foot lighting from clear small lamps, just enough to cut the base shadows and give a variation from the green tone to the clear lighting in



CLASS 24—OPEN—HARDWARE—1ST PRIZE—P. S. WILLIAMS, SCRUGGS, VANDERVOORT & BARNEY, ST. LOUIS, MO.



CLASS 25—OPEN—MUSICAL INSTRUMENTS—1ST PRIZE—WALTER R. LANTAFF, J. N. ADAM & CO., BUFFALO

front. Over this table lamp, suspended in the ceiling, is a spot lamp, equipped with an orange colored screen, casting a circle of light near the table. It gives the observer the impression that the table lamp is illuminating the room. Put another lamp overhead casting a circle of light near the floor lamp. You then have a spot or orange light apparently coming from the floor lamp and you can see how this lighting dodges the glare, making a wonderfully effective picture.

Some effects on silks, for example. A variation in direction of light is important. The silk may hang in folds. Suppose you have a spot lamp with a blue colored screen in the corner of the window. At the other corner have a red colored screen. The folds may be illuminated with blue light in the shadow naturally cast by the red light, and the other side illuminated by red light in the shadow illuminated by the blue light, and you get a shimmery color that is wonderful.

Style displays might require a direction of color light. Up in the corner of the window there are relatively large lamps. In the corner of the window there is practically nothing, all the shadow effects cast in one direction, a great deal of intensity the length of the window, producing a particularly effective display, one that is striking and distinctive.

On the stage, you do not see uniform foot lighting any more, but they concentrate the attention by dividing the foot lighting in sections. If the action is over here, this section will be turned on, illuminating the stage here to a relatively high intensity, and the rest of the stage in comparative darkness. With proper window lighting equipment, you can vary the intensity, fixing the attention on particular objects.

Now, in the few moments which have been allowed to me, I have tried to give some hints as to what can be done to make the display distinctive. I expected to have the demonstration on the stage, but time and space was not available to rig this up, and in booth 59 there is a small show window with some typical units installed in there and a spot lamp. The display there does not demand wonderfully distinctive lighting. If you want to

go down and manipulate some of the switches and play with the lighting, you can see some of the possibilities and indicate to your own satisfaction what can be done in your own store as you rig up special displays. Bear that in mind, that the big value in show window illumination lies in the use of varied colored lights, fitting the lighting with the display which you have created. (Applause)

Raymond T. Whitnah, display manager for the Crosby Bros. Company, Topeka, and a possessor of the I. A. D. M. championship medal, followed Mr. Powell with a most instructive and interesting novelty demonstration featuring "Special Drapes of Veilings." Mr. Whitnah is one of the great artists of the country and his demonstration was a valuable program asset.

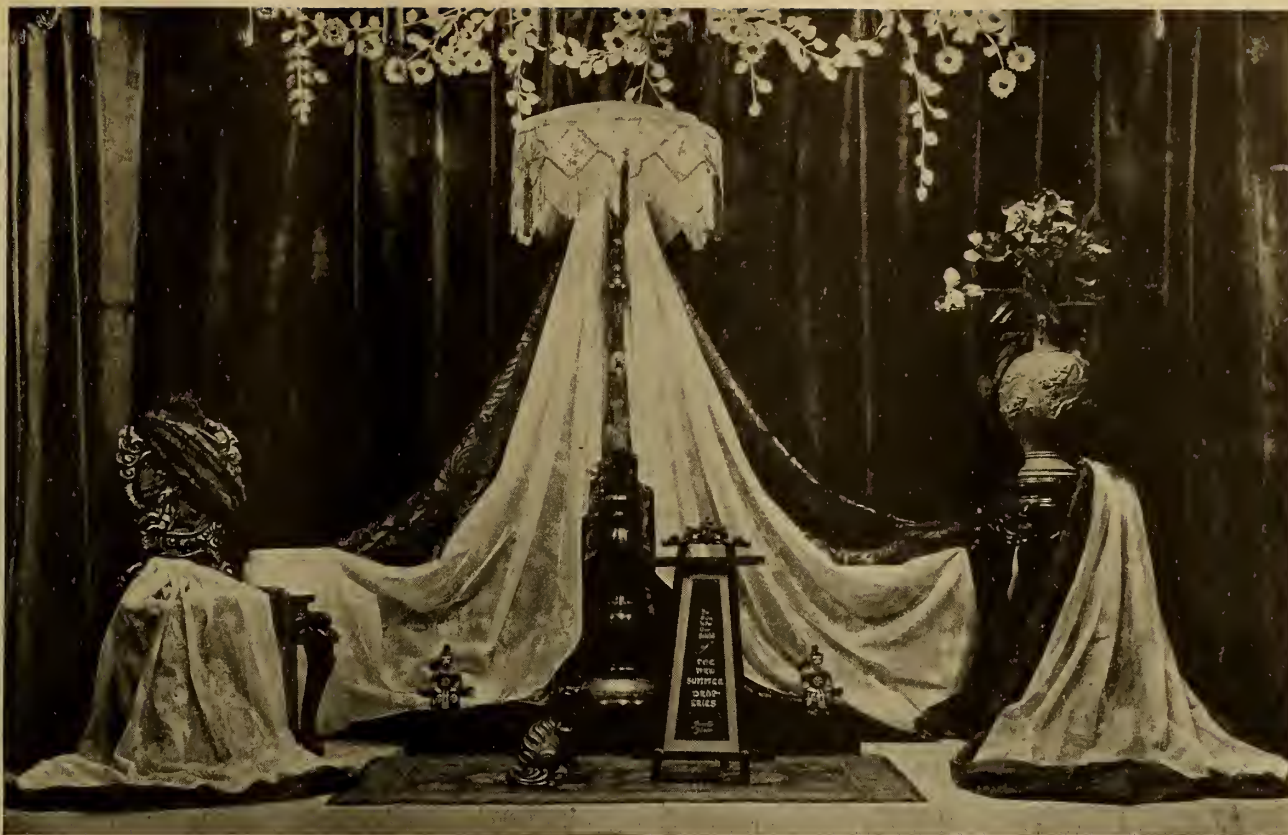
Competitive demonstrations in Classes 3 and 5 were then announced. C. A. Kickhoefel, of the display department of The J. L. Hudson Company, Detroit, was declared the winner over W. R. Scott, display manager for R. H. Fyfe's, Detroit, in Class 3—Ladies' Shoes, while Carl W. Ahlroth, the Union Company, Columbus, Ohio, was declared the winner in Class 10—Men's Shoes, having for competitors W. R. Scott, Detroit, and H. H. Sonfield, Henry Marks Company, Pine Bluff, Arkansas.

The Tuesday morning session was then adjourned.

Tuesday Afternoon Session

President Pierce called the meeting to order at 2 o'clock and following selections by the J. L. Hudson Male Quartette, introduced T. B. Mills, sales manager for the J. L. Hudson Company, Detroit. Mr. Mills' address was a gem and is reproduced here.

I was wondering if this was not an association of



CLASS 26—OPEN— CARPETS, ETC.—1ST PRIZE—H. H. SEAY, WALKER D. G. CO., CHARLESTON, W. VA.

the display managers of J. L. Hudson Company. About six years ago I was elected a member of this association. Since that time I have never received a communication of any kind, any request for dues, until about one month ago, when I received a very mysterious bill. It came on the usual bill form, addressed to Mr. T. B. Mills, Hudson Company, dues for 1916, 1917, 1918, 1919 and 1920. Over in the right hand column where it says "how much you owe a fellow," it also said, "Ten minute talk at the Detroit convention," and down in the corner it says, "Please remit." There is only one man who could have done that, and that is Mr. Wendel.

You boys go back to your city, and if you have one idea, one thought that you have gotten here, you can thank Wendel. This man has worked six months for this convention. (Applause) I can say what I want about him, because I am his boss, and he cannot come back at me.

Some years ago Dr. Catherine Blackburn went over this country and she talked on the idea of getting a man fit for his job and she was quite successful in that work, and she wrote a book called "The Job, the Man and the Boss." I am going to take about ten minutes this afternoon and I am going to use that as a subject and preach a little bit on the job, the man, and the boss. I want to talk to the young men, probably the second or third assistants, not the big fellow. I want to talk to the man who some day is going to be a Frankenthal, or Fraser, or Berg, or Cronin, or Wendel, the man who is some day going to be at the top of the ladder.

First, I would like to consider the word job, j-o-b. You should look upon the work as an opportunity, not for the money you get, but for the opportunity it gives you to do big things. Never in the history of our country has there been a greater opportunity for young men than there is today. This is a young man's time. I

don't think in the history of your profession there has ever been a greater opportunity for young men than now. I venture to say that nine-tenths of the big stores represented here now you could see three or four or five young men, live wire young men, men who want to make good. The man at the foot of the ladder has got his problem. I do not mean the boy carrying merchandise from the display room to the window and back again, but I mean the young man who wants to make good. First, that young man must learn patience. Next, he must be content to dress windows on the back streets. He must be content to dress alley windows. He must be content to handle pots, pans, sewing machines and ice machines, not ready to wear or classy goods, but he must be content to handle lesser lines of merchandise at first. In doing so, he must not slight one detail.

It is in the little things that the young man slips up—the big fellows too. They slip up on mussy corners, they slip up on the pins and ravelings on the floor; they slip up on the corner of the matting that ought to be put down flat; the stock cards put in a little crooked, the stock card having a nice print of a boy's dirty thumb; the forms have little marks on the neck here. Those things all count against him.

Then there are merchandise displays which I know you won't agree with me on. Just for example, boys' wash suits, boys' blouses, I have seen very good windows put in with three or four blouses and wash suits, three or four in the window. So far so good, but this man will take five or six and put them in the bottom of the window twisted all up, and take one and put it in upside down. Did you ever see a mother put her boy's suit upside down?

Take young men's clothing. Young men buy for style and not so much quality. I have seen one coat of red lining and the other of green lining. You don't show



CLASS 27—OPEN—FURNITURE—1ST PRIZE—KARL M. AMDAHL, THE PALACE, SPOKANE, WASH.

the coat, you show the lining. You are all dead wrong.

Take a nice piece of silk, do you tie a lover's knot here and a sailor's knot there? Imagine the lady going down the street with the silk as you have it in the window.

The second chapter, the man himself. You have got to be active seven days of the week, or you are not on the job. First, take care of your health. See if you can control your temper. It is hard to do, but see if you can control your temper. Believe yourself to be the best man. Of course, you are not, but believe yourself to be the best man until somebody proves that you are not. Study the art of smiling. I do not mean the chesscat smile, but the right kind of a smile. It is hard enough. Always be young. If you think you are right, keep on thinking you are right. Don't get the habit of worrying. It won't do you any good. Instead of decorating your room or your mind with Mary Pickford and Douglas Fairbanks and the other stars, put up Abraham Lincoln, Ben Franklin and Roosevelt.

Those people were display men. Read about them. Finally, remember this, nothing is impossible, absolutely nothing is impossible.

The third chapter is entitled, "The Boss." I don't mean the foreman, I don't mean any executive; I don't mean the sales manager, or the publicity manager, or the merchandise man. I mean the boss himself, the display manager of the store. He is your boss. What do you think of him? What do you think of your display manager? Are you working for him or against him? That is a hard question I know, but are you working for him or against him? Do you realize the better you work the further you push him up the ladder? You say, "That does not get me anything." Yes, it does. The better you do your work the farther you put him up the ladder, and you come after him. Some day when it rains and somebody slips out you are going to step in his place. Remember that he dresses the windows of the store. He can make these windows talk quantity, style, dignity and



CLASS 28—OPEN—DRUGS, ETC.—1ST PRIZE—FRED KING, BLOCK & KUHLE, PEORIA, ILL.



CLASS 29—OPEN—GROCERIES, ETC.—1ST PRIZE—OSCAR F. RYAN, ANDERSON-NEWCOMB, HUNTINGTON, W. VA.

quality, or he can make them scream, but he has got to make them produce. You have got to help him. Windows are for two objects, to sell the merchandise or sell the store. I think the first thing is to sell the store. Put merchandise in the window so that it will talk quality and say to the woman, "Madam, here is the best in my place. Don't I appeal to you?"

Young man, you are working in one of the most important professions in this country today, and you want to back up your boss just exactly 100 per cent net, not gross, but net. Before you realize it you will be shoved right ahead and it will come when you least expect it. I think sometimes you will lose your nerve, but it is coming to you if you work hard. Once you trim a regular window with regular merchandise you think the battle is all won. I am talking about regular merchandise, not sale

dope. You think you have won it, but you have not. That is when you have got to keep your nerve and keep fighting.

Consider three things, the job, that is yours. You have got it, the job. Second, the man, that is you. Third, the boss, that is you, because you are going to be boss some day.



CLASS 31—OPEN—TABLEAUS—1ST PRIZE—W. OLIVER JOHNSTON, EDMONTON, CAN.

Let me say one more thing. Absolutely nothing is impossible if you will think that way. (Applause)

Program Gem by Paul Honore

Another remarkably interesting and valuable number followed when Paul Honore, Detroit, artist of international fame, in a combination talk and demonstration, took for his subject "Color Harmony and Its Value." The convention delegates were indeed fortunate to hear and see the great artist whose works are shown in the world's institutes of art, and whose creations are in demand by the most discerning critics and lovers of art. Mr. Honore said in part:

It is so seldom that I get a chance for anything ex-



CLASS 30—OPEN—1ST PRIZE—J. H. EVERETTS, HUTCHINSON, KANS.



CLASS 32—OPEN—V. L. CARSON, SAN ANTONIO, TEX.

cept silent expression on the canvas that such an opportunity as this is welcome to me, for I see a chance, especially in such an assembly, of doing missionary work in linking up in a measure the fine arts and industry.

The United States Government has published a report by H. N. Kirkland which I would recommend and in which there is a table showing that the value of art education to the City of Grand Rapids through the public school system amounted to something like twenty million dollars a year. Now, what is true of Grand Rapids is merely a specimen case. Grand Rapids is not unique. It is used only as a specimen of what other cities also could perform.

I am not going to keep you very long. I am going to give you a little demonstration in a few minutes, showing the value of color, and color and harmony, which is only one branch of the fine arts which might be employed in display work advantageously. A great many opportunities are being overlooked which might be taken advantage of.

What you are chiefly interested in is making fine arts, the design or combination of color in whatever you are using as a means of success in merchandising. I think

when I finish this demonstration that you will see a way in which the employment of color very undoubtedly will be of effect.

Color may be intensified or it may be weakened; the result may be good or it may be bad, or of no special value, according to the manner in which it is used. The principle of the thing is very simple. All color is subject to the relationship of other colors. When we speak of a certain color, we do not know what we are talking about because every color is only the color we imagine it to be by virtue of the surroundings. Sometimes we see certain colors under the same conditions more frequently than we do others, and we learn to call them that particular kind of color. I am going to show you how deceptive color is. I will give you a little demonstration along that line at this time, showing you two or three combinations which alter its relations to other things, according to the conditions surrounding them.

(Mr. Honore here gave a demonstration, using different colored crayons upon different colored cards.)

The relation of this to display work I should think would be very obvious. Lots of times you want to display a lot of things in your windows that are not suitable to go together, not harmonious. You feel as though they are a lot of odds and ends. By the use of color you can pull all together into a very harmonious whole, but put in there separately against a background against which one color will clash with another, the whole setting will have a tendency to be spotty. Of course, if you have an opportunity to buy everything necessary for background use, it is very nice, but that one thing you cannot buy. You have to have that in your brain. It is something which nobody can sell you. You may be able to get an assistant or somebody that will do it, but you cannot sell it. That is to me obviously one thing a display man will have to learn, the ability to pull all those things into a harmonious unit. That is one reason why I say I welcome this opportunity of speaking as a sort of a missionary for the fine arts before such an assembly. In the average assembly such a thing is wasted for the reason that it is merely used as a diversion or something of the sort, but here you men are using this very principle every day, whether consciously or unconsciously, you are using it



CLASS 33—OPEN—MEN'S SHOES—1ST PRIZE—W. E. ZEMITZSCH, FAMOUS & BARR, ST. LOUIS, MO.



CLASS 34—1ST PRIZE—J. F. WEBBER, CINCINNATI

every day. The more readily you adapt yourself to the harmonizing principle of color, the more you will be a master and controller of the merchandise with which you are dealing. That will apply not only to those things which are found in color, but you will be surprised to find you can make that go with things oftentimes that have to be put together, mechanical devices and things of that sort, that have no special beauty but still have the power of being displayed in a way with the proper use of color that will be compelling and attractive. (Applause)

L. E. Weisgerber, display manager for Lord & Taylor, New York City, was here introduced and spoke as follows:

The personality of a store is expressed in the show window, just as one's personal appearance carries an impression that influences opinion. First impressions always



CLASS 35—1ST PRIZE—MATT MARKUSICH, SAN ANTONIO, TEX.

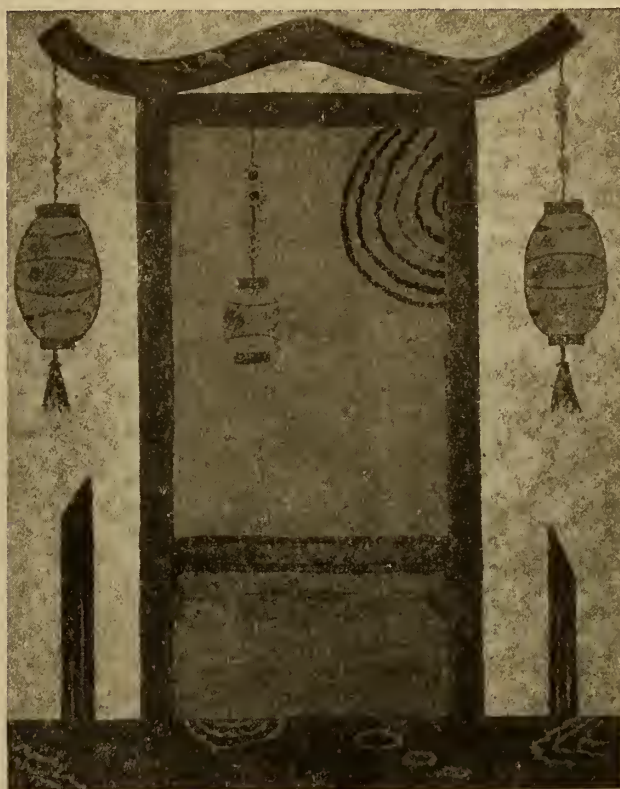
count. When one approaches a store or shop, it is the window, first off, which one sees. You judge from the appearance or type of the window what kind of a store or shop it is.

Window display is coming into its own. All the large and successful business houses in the country recognize the fact that an interesting window display is a great business stimulator, creates atmosphere and gives prestige to the house.

The business of the window display has created a profession which makes the display manager one of the most important men in any retail organization. His study of lighting, of color combinations and of backgrounds is worthy of the highest intelligence, and the display manager of a metropolitan store is now one of the most important

functionaries. It is his responsibility to present the desired picture through his windows, to supplement and emphasize the store's other publicity, and to pick his share of customers from the passing thousands by sheer skill and knowledge of his craft.

The modern and successful display manager must be a student, an explorer in the realm of color and composition, see in the museum inspiration, a gold mine of suggestion on a sound art basis. He must have, besides, the merchandising instinct. In addition, he must be al-



CLASS 36—1ST PRIZE—CURTIS L. FERRELL, DAVIDSON'S, HATTIESBURG, MISS.

lowed to prove his theories by a firm whose heads are as modern in spirit as himself.

It seems fitting here to say a word about interior display. This part of a display man's work depends largely on the architecture and general appearance of the store itself. A new and modern building needs little interior decoration, unless it be for openings, special occasions or at Christmas time. Ledge trims should be light, very light, since it is easy to give the various floors and departments a cluttered and untidy appearance. Special displays in front of the elevators on each floor, representing any or several departments on the floor, are attractive and suggest sales.

To my mind *individuality* in window display is a most essential thing. I mean, being different from the other fellow, having enough self-assurance to do a thing, create a thing, *not copy*. Self-confidence means much in display work. If you carry out an idea or create a setting with the thought and feeling that you are right, it will be a joy and pleasure to see the finished picture. Besides you will have the satisfaction of feeling and knowing that you have accomplished something worth while, that it is individual and different from other windows. I am always most interested and happy in my work when I can create or paint a window picture. Ideas and suggestions



CLASS 37—OPEN—WINDOW BACKGROUND—1ST PRIZE—A. G. STEN, HELENA, ARK.

are everywhere; you have but to see them. They can be modified or enlarged as you see fit, according to your need. Original ideas are few and far between. When they do come, they count and add value to the work if we take advantage of the opportunity and inspiration.

One piece of merchandise of ten, furnishes the idea or inspiration for a window picture. It may be a hat, blouse, gown, or scarf, or a length of material. From this one piece of merchandise the entire window can be worked out, the setting, color, etc.

Windows crowded with merchandise are old-fashioned, uninteresting, confusing. They lack individuality. A window should make a direct appeal. This cannot be done if the window is crowded with merchandise. It is a safe general rule that since confusion is not so good as unity under any circumstances, the aim should be for unity of effect at all times. Of course, there are exceptions to all rules. Take, for instance, the Bachelor Windows or Woman's Boudoir Settings we use occasionally. In other words, exhibiting merchandise in its natural setting. The idea has registered, aside from the window being different, the result was the sale of merchandise taken from fifteen or twenty departments. The intimate personal note not often found in window display was brought out very effectively.

Putting a window "over" is a great satisfaction to the display man. If the public gets the idea, gets the meaning he is trying to convey, the display man is indeed fortunate.

Simplicity in windows is always attractive. I learned a lesson not long ago which brings out this point in connection with the background of a window. The window in question had as a background four yellow silk panels with large black tassels in the center of each panel.

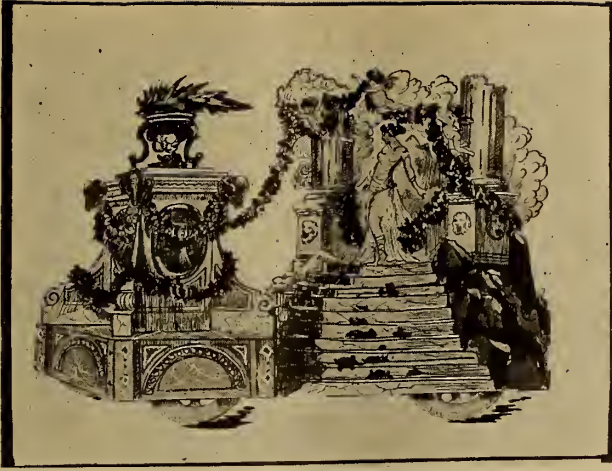
Against this background were placed four or five black hats. As I was mentally commenting on the simple arrangement and effective background, a voice behind me said, "Aren't those attractive hats?" And all on account of the background. Not one word had been spoken about the background; apparently it had not even been particularly noticed. But, supposing the background behind those black hats had been less simple, suppose, in fact, several different colors of hats had been placed against a mahogany background with perhaps a suit or two placed in with them. Suppose, in short, the effect had been confusing instead of simple and direct, would the spontaneous and enthusiastic remark have been made: "Aren't those hats attractive?"

The whole aggregation or stretch of windows of a modern shop should, as the public views them, give an effect of quiet luxury. Each window, in its simple, direct appeal, artistically arranged and planned, should call forth the thought remark, "There is a fine store."

The following conclusions are well worth remembering in regard to windows and backgrounds:

1. The background should be inobtrusive.
2. The background should be such as to make the garments in front of it stand out distinctly.
3. The background should be a unit holding the window together so that it gives a single effect instead of a confused and scattering impression.
4. Garments should be of one general kind and color to carry out the idea of unity in effect.
5. Only a comparatively few garments should be shown at one time.

In addition to these suggestions, be different and individual in your window settings and arrangement of



CLASS 40—1ST PRIZE—M. L. HOFFSTADT, CHARLESTON, W. VA.

merchandise and you will have the satisfaction of knowing you are doing something worth while besides realizing that you are happy and successful in your chosen profession. (Applause)

At the conclusion of his address, Mr. Weisgerber was enthusiastically applauded and it was easily judged that the Lord & Taylor windows must be all of the beauty that is so generally conceded.

Competitive Demonstrations, Classes 4 and 5

The competitive demonstrations in Classes 4 and 5 were held. William E. Flint Jr., display manager for Thompson-Hudson Company, Toledo, and Peter Ciernia, display manager, Field & Schlick, St. Paul, Minn., were competitors in Class 4—Ladies'

Hosiery, and Mr. Flint was declared the winner.

Class 5, the "Ladies' Lingerie" class, brought out four well-known artists: G. P. Robinson, Walter E. Bedell, Inc., Buffalo; J. E. Hopkins, George A. Gray Co., Duluth, Minn.; Ellsworth H. Bates, C. W. Klemm, Inc., Bloomington, Ill., and Will E. Flint Jr., Thompson-Hudson Company, Toledo, Ohio. Following a most interesting period in which a number of new ideas were brought out by the competing artists, the vote was taken and Ellsworth H. Bates was declared winner.

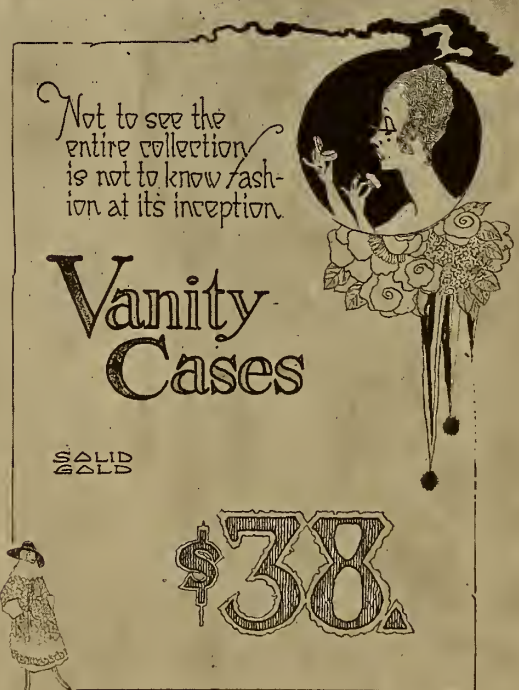
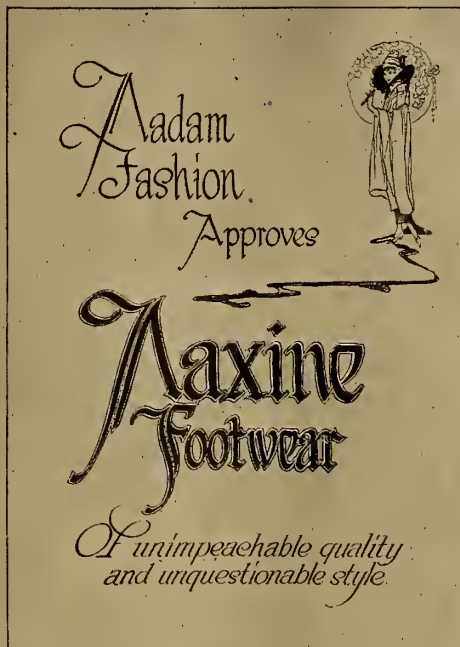
At this point, T. Guy Duey, secretary of the I. A. D. M. read the report of the Executive Meeting, held on the evening of July 12. On motion of F. J. Wysor, and duly seconded, the meeting voted in favor of the resolution providing for a \$300 increase in the secretary's salary. In regular form it was voted to pay convention expenses—hotel and transportation—of the secretary.

Letters were then read from a number of cities, all of which in due form extended an invitation to the I. A. D. M. to meet in the respective cities in 1921. Adjournment was then taken.

Wednesday Morning Session

Canadian Day

Through the action of Charles F. Wendel, chairman of the 1920 Program Committee the first session of Wednesday, July 14 was designated "Canadian Day," the program of which session was exclusively featured by display artists from the Do-



CLASS 41—OPEN—PEN LETTERED CARDS—1ST PRIZE—B. A. RAINWATER, HESS-CULBERTSON, ST. LOUIS, MO.



DRAPE BY HERMAN FRANKENTHAL

minion. This innovation met with instant approval and one which will, without doubt, be continued as an annual feature of I. A. D. M. programs.

Previous to turning the meeting over to Edw. K.



PRIZE DRAPE BY FRED JOHANSEN

Lummus, President Pierce introduced Edward N. Goldsman, display manager for Selfridge Co., Ltd., London, and past president of the I. A. D. M., and at present president of the British Association of Display Men. Mr. Goldsman spoke as follows:

Ladies and Gentlemen: I don't know exactly what line of talk to give you, but our good friend, Mr. Pierce, mentions the fact that he was associated with me some years back. I do not quite remember if the Canadian Association was in existence in those days or not. I asked friend Pierce a while ago if he could tell me how old it was, and he could not. Anyhow, as a past president of the parent association, of which I was president two



DRAPE BY W. GUY WARNER

years, and the fact that the English folks over there did me the honor of making me president last year when they formed an association, and coming here after many years, and knowing the inside history of the association, I feel very proud to see that the Canadian people are organized and here in such numbers. When I first became connected with the Window Dressers' Association many, many years ago, and at that time I was a struggling window dresser like all of you men who have been successful, I had to go through the mill, and in those days there was no association, no books—when the association was started, I became a member, and if I have had any success at all in my profession, I attribute it to the fact that I became a member of the Window Dressers' Association, because it gave a spur to my work. In the third year of the association I attended a convention at Niagara Falls. It must be over twenty years ago. Anyhow, there was not a quorum when we got there; I don't know that there was more than eight or nine people. Mr. Charles W. Shaw was president. They tell me that today the national association of display men number over a

thousand. I was elected president upon two different occasions, once in Nashville, and once in Niagara Falls. In those days it was hard to pump enthusiasm into the men, or to get members of the association. We tried everything we could, but it was slow. Our membership was poor. We had a very, very hard road to travel. Today when I look back and realize all that has been done, I am very pleased and proud to be associated with you.

Over in England they are slowly waking up. Today the display men over there are in a position that the display men here were perhaps twenty-five or thirty years ago. They still cling to their old conservative ideas of display. It is only really since the advent of Mr. Selfridge in 1908 that the representative firms in London commenced to sit up and take notice. When I first went over there and put in my opening windows, the papers were full of ridicule, sarcasm and satire. Everybody thought it would not last. Today a majority of the big stores in London are trimming their windows in what we might term the open or American style. The movement is spreading surely. There are about four or five large firms following a style which we might term the British method of trimming. We can pardon them because they are restricted by a lot of restrictions that won't let them do things in a way of structural work.

The windows over there are high and narrow and inside the stores there are rooms. They have to have fire doors every twenty feet. All the open spaces we are familiar with over here are very hard to obtain. It has been my pleasure to see the plans of the new big stores going up in London, and they are modeled on American lines. Our windows over there are modeled on the same lines as Marshall Field & Company of Chicago.

The English trimmer is very keen but he has no data and no paper.

Unfortunately I have got my kit down to the depot and I have a couple of letters from the association to read, a couple of letters of welcome and suggestions, but they simply send greetings to both the American and Canadian Associations and wish better relations. We are only young. I can only say that they sent hearty welcome on the part of the British Association to any Canadian members of the association in London. I think that is about all I can say for the moment. (Applause.)

Canadian Men Feature

The meeting was then turned over to Edw. K. Lummus, display manager for Almy's Ltd., Montreal, who presided during the session and introduced the various Canadian artists having places on the educational program. The first artist introduced was G. R. Macgregor, the Hudson Bay Company, Winnipeg, who took for his subject, "Modern Window Display" and spoke as follows:

It gives me great pleasure to be asked to address such an intelligent body of men as there is in this hall this morning. However, I feel very much at home, as I know you are all like myself—decorators—and here with one thought in mind, and that is to try and get as many new ideas as possible. I am sure that your wish will be fulfilled, as in all the conventions that I have attended I have gone back to work full of inspiration, and I am sure that you will all do the same.

My address this morning is more for the young trimmers who are trying hard to get to the top of the profession. We older decorators know how hard it has been for us to fight our way to the top, and personally I think it is the duty of all of us to give a helping hand

to the younger men and encourage them, so as their one ambition in life will be fulfilled; particularly is this true, if we find out that they have the gift and the ability that goes with the making of a first class decorator.

All of us who work in large department stores realize how hard it is to get competent help, for so few who start in our game remain with it as they find out in a short time that a trimmer can not be made, but must be born with the gift and ability.

I am often asked at different times if one can go to school or is there any other way to learn the art of decorating. My answer to a question of this kind, gentlemen, is that unless they feel themselves capable to recognize the beauty, color, and so forth, of an object and also have the courage to do things differently from the other fellow and be original, that they had not better tackle window work.

The great trouble with the young trimmers of today is that they do not take enough interest in their work. They think if they get a position in one of the small stores that it will be easy sailing for them to land a position in one of the larger department stores. I will admit some of them do, but in the majority of cases they have worked hard and earned it. They have taken private lessons on how to draw and color, so if the time ever came when they had the opportunity to better their position they would be able to get out their own designs, which is required by all the large stores. They could sketch out a scheme of decoration in a minute, as to color and so forth, and show it to the boss. A color sketch will tell more in a minute than you can explain in a week.

My advice to the young trimmers that feel they have the gift and ability that goes with the making of a successful decorator, and who can't get out their own designs, is to take a few lessons from some good artist in their own city, and I am sure that in a very short time, you will be repaid for your extra efforts.

I have with me some rough color sketches which took less than a few minutes to get out. Any of the young trimmers that want to look over these can do so, as they will be on view on main floor, and I will only be too glad to answer any questions relating to the easiest way in getting out these designs. We display men are coming into our own. This is recognized by most of the large retail stores as well as the smaller merchants. They realize that the personality of their store is expressed in their show windows. Windows that are tastefully dressed command the most attention. Windows that are not well dressed are uninteresting and a drawback to the store as well as the city in which they are in.

The display department of a department store is entirely different from the other departments, inasmuch as the manager can take a buyer from one department and put him in almost any other, and in nine cases out of ten he will prove a success. They cannot do this with the display department. They realize that the business of window displays has created a profession and that the display man is one of the leading men in their organization.

One of the best friends or worst enemies of the display man and his work is the department buyer. I have found out in my fifteen years of experience in dealing with them that cooperation in its strongest form is the only way to obtain the required merchandise. Particularly is this true when something is required for a special display. I always take a few of the buyers into my confidence and let them know what I intend doing for an opening, for the reason they know the market, and they know what is best suited for their own trade. I always give the buyers

credit for any color scheme that I carry out, as it is coming to them, for in a lot of instances they buy special pieces of merchandise to harmonize with your windows. That is really not salable, and yet one often hears on the street and elsewhere, "I wonder if elaborate window displays pay."

Ask the department buyer which he would rather have, a good window artistically displayed, or a newspaper. He will take the window nine times out of ten, because there is a reason, and the reason is this, that the merchandise is displayed where the people can see it, while the advertising man can only tell about it. The general public today are all from Missouri. Seeing is believing with them. (Applause.)

Demonstrations by Peachey, Lummus and Mead

F. A. Peachey, display manager for R. H. Williams & Sons, Ltd., Regina, Sask., was next on the program and presented a remarkably clever demonstration on "Displaying Dress Goods." Mr. Peachey is an artist of great ability and his work on the platform was thoroughly appreciated.

Edward K. Lummus, display manager for Almy's, Montreal, then gave a most interesting demonstration on "Effective Ways of Showing Sport Material," and in it brought out several clever and new ideas in the handling of this character merchandise. Mr. Lummus was the recipient of an ovation as he concluded his work.

The Canadian session was brought to a close by a clever demonstration on "Modern Ribbon Displays," and in it James B. Mead, display manager, The Hudson Bay Company, Calgary, introduced many new and valuable points in connection with ribbon displays.

The Canadian men provided a most interesting and instructive program every number of which ranked the demonstrator as an artist of great skill. A rousing vote of thanks and appreciation was given by the delegates at the conclusion of the Canadian program.

Wednesday Afternoon Session

The sixth session was called to order promptly at 2 o'clock the afternoon of July 14, and President Pierce announced that the first number would be a competitive feature in which exhibiting manufacturers would compete for a beautiful silver medal, to be awarded for the best decorative unit or floral piece. Six manufacturers entered the competition, namely, Schack Artificial Flower Company, The Adler-Jones Company, The Botanical Decorating Company, Dietz Distinctive Decorations Company, L. Baumann & Company, and Bergman-Koropp Company. As reported on another page The Adler-Jones Company was the winner in this important event.

C. J. Potter, New York City, and past president of the I. A. D. M., was then introduced and taking for a subject, "Review of the Growth and Interest in the I. A. D. M."

E. Kelsey Scott, display manager for Ming-Shafer-Held Co., Inc., Rochester, N. Y., was then introduced and addressed the delegates on subject of "Displaying Furs."

Competitive Demonstrations Class 11

Competitive Demonstration—Class XI—Show Card Writing, was then announced. The three entrants taking places on the platform were: B. A. Rainwater, Hess & Culbertson, St. Louis; Otto R. Greschke, Dancer-Brogan, Lansing, Mich.; and A. L. Meadows, Washer Bros., Fort Worth, Texas. The conditions of the contest called for two full sheets, one half sheet, one quarter sheet, one eighth sheet, and three price tickets. At the completion of the work B. A. Rainwater was voted the winner.

Election of Officers

The election of officers and voting on the 1921 convention city was next in order, with the following results:

President—Charles F. Wendel, The J. L. Hudson Company, Detroit.

First Vice-President—E. K. Lummus, Almy's, Ltd., Montreal, Canada.

Second Vice-President—Karl M. Amdahl, The Palace, Spokane, Wash.

Third Vice-President—G. R. Macgregor, The Hudson Bay Company, Winnipeg, Can.

Secretary—T. Guy Duey, Wurzburg's Dry Goods Company, Grand Rapids, Mich.

Treasurer—L. A. Rogers, J. D. Mabley Company, Detroit, Mich.

1921 Convention City—St. Paul, Minn.

The sixth session was then adjourned.

Thursday Morning Session

President Pierce called the meeting to order at 10 o'clock and introduced T. P. Jones, vice-president of the W. B. Davis Company, Cleveland, Ohio. In speaking of the importance of the display man and his value as the greatest factor in selling, Mr. Jones said:

I want to tell you in advance that you are not going to have any wild oratory this morning. You are not going to have any fine talk. I am going to place before you a few facts of the National Retail Clothiers Association in the absence of Mr. Levy, president, who could not be here today. As I understand it, Mr. President, this is the closing session, and in addressing what remarks I have, I am going to make it apply strictly to the clothing industry. However, if there is anything any of you other people can think of and wish to ask me, I will be glad to answer you.

When I received word to prepare for this convention, I was quite dumfounded as to why they should pick on me. We from Ohio think we have had honors enough in this country. In inviting me to address this convention Mr. Rogers wrote:

"We want you to bring a message to our members which will be of value in the uplifting of our profession and for the betterment of business through practical window displays. We want the merchant's viewpoint from

you right from the shoulder as to the importance of this department in his business. Tell us our faults and how to overcome them."

Now, I can remember with pleasure in the year 1898, as I remember it, I happened to win second prize of a cup given by this Association for a photographic window display. So, I was not originally a merchant. I was originally a window man. (Applause.)

Now, I am here as a merchant to tell the faults, and I think if there is anything a merchant can do today it is to kid his trimmer and tell him all his windows are rotten. I am going to give you some hot shots, as I see it. I know that I am not going to please everybody. Some of you here may take it to heart. I do not mean any offense in anything I say. I want you to pardon me as freely as I criticize you. I will take Mr. Rogers at his word, and I am going to give you my idea of a window trimmer after I read to you the little speech I made up in advance. Usually they would say read this speech in advance because it is all full of fine stuff. It is just what you fellows like to hear, so I will reserve the hot shots for the last.

This is the day of the decorator, and if there is one thing to be brought more clearly, it is the fact that decorating is rapidly assuming the position it rightfully deserves, both as a profession, and as an integral part of the industrial fabric of the nation.

It was the war that has brought out the decorator to the front because of the fact that during the days after the armistice was signed, merchants planned for big things, were willing to spend big money, and in spending big money, the decorator was given his share, and it was the American decorators, with their ingenuity, who did so much in their work that has opened the eyes of the merchant, and he now realizes his dependence upon the decorator.

The reason for that was during the time of the war, the decorator was called upon to instill into the public confidence by his windows, and we feel today as merchants, we cannot get along without any decorator as a business proposition as well as a public institution.

We can truthfully say that the merchant can now use the term "industrial war" for the period we are now entering, and this battle cannot be won without the window trimmer; in fact, the decorator is the merchant's right arm, and his General.

The world's work of the decorator from a merchant's view has just begun. The greatest twenty-five years in the world's progress are now ahead of us. More things will happen, more and bigger things in the next twenty-five years will happen, than has happened in the past one hundred years, and this is particularly true in merchandising methods of which your branch will be greatly benefited, and I might say worshipped, for if you do your part, you will be worshipped.

Heretofore, the decorator has not been appreciated. He has not asserted himself. He is too practical and too honest to unduly push himself forward. The time has come when he must carry the profession up to the dignified place that it deserves, and must keep his incentive and research instinct alive.

Present here before me are veteran decorators who started this organization many years ago, and no wonder that the art of decorating has advanced. You will probably find a decorator behind most of the big things started in any civil or industrial community, and, in fact, he probably is found in the lead.

There is a need for the rapid growth for your organization, and a rapid growth also shows the rapid strides made by your profession, and as the result, our decorating schools are over-run and unable to accommodate applicants for admission, and here let me say that you men must reach out beyond your profession and lend a hand to your several cities in piloting the ship of state and think a little more along political and economic lines.

Just now there is a crying need for a more liberal curriculum in our public schools. Let our pupils learn from professional men in your ranks the art of decorating and artistry and other useful pursuits. The future needs them.

Recently I took a ride in a big aeroplane and my advice to you all at the first opportunity, is to go and do likewise; look down on the world and see how large it really is.

One trouble with your industry today is that it had developed faster than the integrity of you people as a whole. This is one of the reasons for the unsettled condition with decorators as a whole. They need a higher uplift from you successful men of this convention. Look to their troubles and solve them, and in solving them, you will have taken a big load from the proprietor of your establishments, and the good Lord knows he has his hands full today.

Now, it is my good fortune, or bad fortune, as you will call it, to have been in the position to have to hire a man to take full charge of our institution. I want to say without any sense of boastfulness or feeling that I am bragging about our business, we have strictly men's windows. We had the rottenest windows in the United States for a man's store. They are better today. When I needed a man, I was at a loss to find the right man, did not know where to find the right man, and we have among the proprietors a sense that we would not steal a man from another institution, and I wrote to your association for a man, and they recommended the man I finally hired. You have today in your association a wonderful opportunity for placing good men.

Another unfortunate thing is that there are a lot of good men who are not at this convention that should be at this convention. I don't mean just this morning, but I mean this week. The fellows who can get the most good out of a meeting of this kind are never present. I think we have to go after those men and make them better men.

In making these hot shots, as Mr. Rogers wanted me to do, I have taken my own case into consideration as a merchant.

Do window trimmers tell lies?

I pass. I come back and I tell you a good window trimmer is a safe investment for any institution.

Do all window trimmers smile when asked to take something out of the window? I pass.

Some window trimmers will take suggestions. Some won't. Get rid of the ones that won't.

Smile when asked to do something. It helps put money in the till.

Work your position up to high standard among others in the store. Get together. Go to the heads of the departments to see what's new. You will find all kinds of ideas for trims.

Don't let your temper get the best of you. Remember you don't run the store. You are just part of service.

If things don't go right, don't tell everybody in the

store; go to your boss; he will listen if you are right or wrong. Remember you are just a spoke in the wheel; if you break down, it can be replaced.

Don't think the firm can't get along without you. It can.

Some trimmers you can talk to; some you can't; they know it all.

To be a good window trimmer for the firm you are with, let outside work alone. It will soon tell on your work. Then out you go.

I find out the average window trimmer has too much outside work that interferes with his store. In these last six months when I needed a man, invariably the response I got from employer was, well, he is a fine window trimmer, he is all right, but he has had something else to do. I find that is quite a common fault.

Be a first cousin to your job. It means correlation-ship.

Keep your fixtures in good shape. They cost money.

Don't be an "If man," and say, "If I had this and if I had that I could do good work." "If" will never get you anywhere.

Now, I am going to take the other side of it.

If I were told that my advertising appropriation would be ten thousand dollars for the year, to be spent as I wished, the very first thing I would do would be to spend it on the windows. They are an everyday pulling power. Advertising starts right at the window. You know that.

I was asked today what was my idea of the best result-getting windows. Personally I do not believe in frills or feathers. I believe in strictly commercial terms.

While I am on that question, I want to say this from my observation again, of the men's clothing windows of the United States. I don't know, outside of one or two exceptions, any really A-1 good windows for men's clothing in the United States. It seems that the department stores have a faculty of getting high class windows. You have the high spots of the country; there are only two windows in the city of New York that draw attention. There is only one window in Cleveland—I am passing over Buffalo because Kieffer is here (laughter)—there are only two windows in Chicago, there is not any in St. Louis, there is not any in Denver, and there is one or two on the Coast. Now, in all of the men's windows in New York, there is not a window in New York that is outstanding today, that people talk about. There is not one in Cleveland. There is only one in Chicago. If I would have any criticism of his windows of today, it is you can tell in advance what is in his windows; it depends upon the season.

I will go back to New York. There are two or three high class shops there. I can tell you today what is the trim in those windows in New York. There are two pieces of shirting, one at this corner, and one at this corner, a shirt on a form, two pairs of socks, and a cane, for three hundred sixty-five days in the year, and it has been so for five years.

I think the men in the clothing industry today have got to get some ingenuity back of them. If we do not, men's window trimming will be a lost art. There are men who are inventing new things gradually, but one or two cities may have it, but the other hundred thousand cities of this country are not having it, and I think we have a wonderful opportunity from the men's standpoint to create something new for men's clothing and men's windows. (Applause.)

When I went into the market for this man and hired

him, I took him upstairs with a sort of a thought that I had a man who at last would be all right. I said, "Bob, there they are—fixtures." He looked at those fixtures and he looked at me, and he looked back at the fixtures and looked back at me, as much as to say, "Are you crazy?" I said, "What's the matter?" He said, "Those are not fixtures, they are junk."

One of the chief faults I find with window trimmers and their assistants is too much jealousy among themselves. (Applause.) And jealousy is a menace to any concern. I think I have got a remedy for the jealousies of the window department. The merchant should give to his window man full power to hire all the assistants and his own assistants, and make him responsible to the department, and under that system I find there is not any jealousy connected between principals and assistants. I think that is one thing that the employment manager can do to eliminate jealousy in the department; let the trimmer employ his own assistants. (Applause.)

Every window display man should read and practice the book, "Delivering the Message to Garcia." How many times has my temper been riled when the trimmer has been asked to do so and so and the trimmer turned to the subordinate and says, "Who in hell is trimming these windows anyhow?" That is the word they get back every time. "Who is trimming these windows anyhow?" He don't tell me that, but he tells the man I send up to tell him that I want such and such a thing done. Take it home. I venture to say that every man here has said that more than once. (Laughter.)

Windows should be made to educate, suggest, remind and invite so that they may draw their own brisk trade as well, and independent of advertised sales. Gentlemen, I thank you. (Applause.)

Competitive demonstrations in the men's clothing and furnishing division were then held. In Class 7, Men's Clothing and Accessories, there were four contestants: A. L. Meadows, Washer Bros., Fort Worth, Texas; Geo. B. Scott, The Metropolitan, Dayton, Ohio; D. N. Hanson, A. Schradski, Peoria, Ill.; and Clement Kieffer, Jr., Buffalo. Mr. Kieffer, Jr., was the winner in this class.

Class 8, Men's Shirts and Neckwear, brought out keen competition between L. F. Dittmar, Kike-Kumler Company, Dayton, Ohio; G. B. Austin, Bernstein Company, Greenwood, Miss.; and A. A. Hansen, Clayton's, Detroit. When the votes had been tallied it was found that Mr. Dittmar and Mr. Hansen had tied for first honors and each artist was awarded a silver medal.

Impressions by E. J. Berg

Then followed E. J. Berg, display manager for Burgess-Nash, Omaha, Neb., and past president of the I. A. D. M. Mr. Berg for years has been active in Association affairs and to his efforts the growth and development of the I. A. D. M. is in a great measure attributed. Mr. Berg addressed the convention on "My Impressions of This Convention." His talk in part follows:

Mr. Chairman, Ladies and Gentlemen: My impressions of this Convention. What are your impressions? The greatest we ever had, put over by the Detroit bunch (and a few outsiders). We have the smallest dues of any international association in the world. A great many of the boys have traveled a great distance to get here. You

expect wonders. You do not pay much, but how much do you do towards making this convention bigger? You leave it for a few fellows to put it over. You get in groups and say, "Why don't you do it this way?" Why don't you give the suggestions? We want suggestions. We want to be big. We cannot do it all alone. (Applause.)

If you have got anything under your hat you know, let us have it.

You know, a few years ago when this convention was in Detroit there was just a handful of fellows here; there were a few termed the old wheel horses who have had their shoulders to the wheel for several years and are still pushing hard, but these youngsters have got to get in.

You know the boss says you are fair; you rather think so. You know they kid you sometimes to keep the pay roll down. They feed you on flattery but not in dollars and cents. Don't let them kid you. Get the money. Be big. Every time you get flattery, take it with a grain of salt. Flattery leads to what might be termed mental baldheadedness. There is not room for flattery and real



E. J. BERG

good hundred per cent efficiency. They come here year after year and let the other fellow do it. There are a lot of fine fellows who have been on the platform year after year. We don't want to hog the whole show. We want to see the other fellows come here. The only way to do that is to just do what you can to put it across.

At this point James W. Foley, editor of *MERCHANTS RECORD AND SHOW WINDOW*, the official organ of the I. A. D. M., announced the winners in the annual contest conducted by that publication.

Following the competitive demonstration, Class 9—Men's Underwear and Hosiery in which the competitors were: Harry S. Nelson, McFarlin Clothing Co., Rochester, N. Y.; H. W. Sage, The J. L. Hudson Co., Detroit, and D. N. Hanson, A. Schradski Company, Peoria, Illinois, the seventh session was declared adjourned.

Thursday Afternoon Session

The final session of the 23rd annual conven-

tion was called to order by President Pierce. Following the report of committees appointed by the President during earlier sessions, *MERCHANTS RECORD AND SHOW WINDOW* was unanimously continued as the official organ of the I. A. D. M. Several items of detail business were then transacted before Past President E. J. Berg administered the oath of office to the newly elected officials. This duly done, the new President, Charles F. Wendel, assumed



M. J. B. TENNENT

charge of the meeting, and immediately called for any suggestions that may be constructive and which may be of assistance to him in the duties of his office, or for the betterment of the Association. President Wendel then called for a ballot on the election of the new Executive Committee. The following men were chosen: Richard Myers, The Emporium, St. Paul, Minn.; Herman Frankenthal, B. Altman & Co., New York City; Geo. B. Scott, The Metropolitan, Dayton, O.; M. J. B. Tennent, Meier-Frank, Portland, Ore.; L. E. Weisgerber, Lord & Taylor, New York City, and Charles T. Boyd, Frederick & Nelson, Seattle, Wash.

President Wendel then announced his special committees as follows:

Program Committee:

Ben F. Millward, St. Paul, Minn., Chairman.
H. E. Bartlett, St. Paul, Minn.
William H. Hinks, Minneapolis, Minn.
E. O. Curtis, Minneapolis, Minn.
M. J. B. Tennent, Portland, Oregon.

Publicity Committee:

James W. Foley, Editor *MERCHANTS RECORD AND SHOW WINDOW*, Chairman.
C. J. Potter, Dry Goods Economist, New York.
Geo. A. Cowan, Dry Goods Reporter, Chicago.
Editors of National Clothier, Northwest Com-

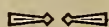
mercial Bulletin, The Fairchilds Publications and Pacific Coast Merchant.

Membership Committee:

Carl Goettman, Joseph Horne Co., Pittsburgh.
Edward Munn, Franklin-Simon, New York City.

A. L. Meadows, Washer Bros., Fort Worth, Texas.

Following several announcements and the reading of the Secretary's report the 23rd annual convention of the I. A. D. M. was adjourned to meet in St. Paul, July 11, 12, 13 and 14, 1921.



Gifts for Pierce and Wendel

A BEAUTIFUL silver set was presented to Charles F. Wendel, on the evening of Wednesday, July 14, the gift being a concrete expression of the appreciation of convention attendants for the remarkable accomplishments of this great artist as chairman of the Program Committee in which position Mr. Wendel directed the staging of the Association's most successful convention.

At the executive meeting held Thursday afternoon, July 15, E. D. Pierce, the retiring president, was presented a beautiful gold watch, also the gift of convention delegates. E. J. Berg, past president of the I. A. D. M., and long time friend of Mr. Pierce, made the presentation.



Congratulations, Mr. Loock

IT is recommended that should Mr. Millward, chairman of the 1921 Program Committee, or Charles Wendel, the new president, have need of the services of a man to conduct the demonstration program of next year, they immediately enlist of services of John Loock, merchandise manager for George's, Buffalo, N. Y., and the man who was responsible for the smoothness and dispatch with which the demonstration features were presented at the recent meeting in Detroit. Mr. Loock is an executive of rare merit; he is an exceptionally clever speaker with every qualification necessary for the position he filled in Detroit, and, above all, knows how to hold attention and inject the proper spirit. Mr. Loock should be heartily commended for his valuable work at Detroit, where he was an important figure in the remarkable success of the 23rd annual convention of the I. A. D. M.



Entertainment Features

THE Entertainment Committee of the Detroit Association of Display Men deserves hearty congratulations for the fine manner in which the delegates and visiting ladies were cared for during the progress of the convention. Not a dull minute was experienced and the variety of entertainment features were well selected and proved unusually interesting and attractive.

The ladies were entertained by the Women's Committee of the Detroit Association of Display Men at card parties, musicales, auto trips and a journey through the factories and offices of the Ford Motor Company. These in addition to the visit to Riverview Park, the boat ride up the Detroit river, and the banquet and entertainment on the evening of Wednesday, July 14.

Practically every convention attendant was at Riverview Park on Monday evening enjoying the many attractions of the popular amusement park, while the steamer

which carried the delegates, wives and guests up the Detroit River on Tuesday night was loaded to capacity. The trip between the shores of two countries was indeed beautiful, and musical selections and dancing contributed greatly to the general good time.

Wednesday night, in the ballroom of the Hotel Statler, the annual banquet and entertainment was held. Dancing was enjoyed until long after the mid-night hour. Special juvenile dancing features were presented by the Misses Kieffer, Jr., of Buffalo, and Leon, of Chicago; the former being the daughter of the popular Clem. Kieffer, the latter the daughter of Morris Leon, Chicago, well known manufacturer of display features.

Charles F. Wendel, chairman of the 1920 Convention Program Committee, and the newly elected President, was presented with a beautiful silver set in appreciation of his great efforts and remarkable success as director of the Detroit convention.

Co-operating with the Detroit Association of Display Men in the matter of providing social events for the visiting delegates and guests were the Detroit merchants, whose liberal contributions made possible practically all of the entertainment numbers without expense to the Association.

Never before has an I. A. D. M. convention created the civic interest that was evidenced in the Detroit meeting, and hundreds of the interested laity were daily visitors to the demonstration hall and Manufacturers' Exposition. Then, too, Detroit daily papers outstripped all others in the matter of convention publicity. First page feature articles were the rule in Detroit, and much of this desirable publicity must be accredited to L. A. Rogers, display and advertising manager, J. D. Mabley, Detroit, and the Detroit publicity director, whose efforts in putting the Detroit meeting over in such style were second only to those of Charles F. Wendel.



Speakers' Bureau Established

PRESIDENT CHARLES F. WENDEL has instituted a Speakers' Bureau and designated prominent display men in various locations to conduct I. A. D. M. educational work through speakers' participation in all commercial conventions, meetings and conferences. C. J. Potter, past-president of the International Association of Display Men, has been named chairman with the following men members of the Board:

South—Homer H. Seay, Walker D. G. Co., Charleston, W. Va.

Middle West—L. F. Dittmar, Rike-Kumler Company, Dayton, Ohio

West and Southwest—E. J. Berg, Burgess-Nash Company, Omaha, Nebr.

Pacific Coast—Charles W. Morton, Weinstock-Lubin, Sacramento, Calif.

President—Charles F. Wendel.

This board is not complete at this time, several men to be added by President Wendel.



Canadian Artists Prominent

CANADA was well represented at the big doings in Detroit with half a hundred display men registered at the Arcadia. This active body of real artists made plenty of noise and contributed extensively to the success of the event. The Canadian Day program presented, Wednesday, July 14, was of exceptional merit and the demonstrations proved beyond doubt that the men from

the north of us are up to the minute in the art of decoration, and as demonstrators are on a par with the best in the States. That the Canadian men are recognized as influential supporters and desirable leaders is amply manifested in the fact that the offices of 1st and 3rd vice president, respectively were won by Canadians, Edward K. Lummus, display manager for Almy's, Montreal, and G. R. Macgregor, display manager for the Hudson Bay Company, Winnipeg.



Buffalo Has Pep

THE Buffalo Association of Display Men cut considerable figure in the doings of the convention and a score of men from that city kept things humming from the time they disembarked from a Buffalo steamer at Detroit until they bade farewell to the Auto City. Later reports state that a reserve supply of energy evidenced



CLEMENT KIEFFER, JR.

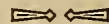
itself on the return trip and continued without abatement until the live-wire display men from Buffalo were safely landed in their home town. Charles G. Haas, display manager for the Morgan Stores, and an impersonator of exceptional merit, was the leading attraction everywhere the Buffalo men congregated. Mr. Haas at one time was a headliner on the Keith vaudeville circuit, but it is doubtful if he ever "went over as big" as he did during this recent convention period.

Impersonating perfectly, no less than ten types, Mr. Haas was continuously surrounded by crowds, and his antics extended to the convention hall, where the clever Mr. Haas afforded some rare amusement, yet never boisterous.

With the Buffalo club was John R. Dean, of the Buffalo Trust Company, himself an artist and sculptor of exceptional accomplishments. Mr. Dean is a member of the Buffalo Association of Display Men, and is at present perfecting an Americanization campaign, which promises to be the most extensive and instructive propaganda ever presented through the show window.

Other members of the Buffalo party included Mr. and Mrs. Clement Kieffer, Jr., Philip J. Belanca, C. A. Cook, Walter R. Lantoff, Wm. J. Ambroski, Wm. A. Baum, J. F. Becker, E. E. Claskey, A. J. Dietrich, William

Levy, Ellwyn McEachnie, Geo. W. Murray, Edward D. O'Dea, Clinton J. Payne, G. Stanley Robinson, Mark C. Spaulding, William L. Strong, Harry L. Van Wie, John F. Wolfgruber and Charles S. MacKearnin.



Gov. Cornwell Congratulates Display Man

A SIGNAL honor was bestowed on Homer H. Seay, display and advertising manager for the Walker Dry Goods Company, Charleston, W. Va., on his return home from the 23rd Annual Convention of the I. A. D. M. at Detroit, when Honorable John J. Cornwell, Governor of West Virginia, sent a letter of congratulation to the great display artist on his accomplishments in display contests at Detroit and his many successes in the profession of display art. The governor's letter is reproduced here.

Mr. Seay has been a figure of national importance for



STATE OF WEST VIRGINIA
EXECUTIVE DEPARTMENT
CHARLESTON

July 20,
1920.

Mr. Homer H. Seay,
Walker Dry Goods Company,
Charleston, West Virginia.

My dear Homer:

I want to congratulate you on the medals which you won at the International Convention of Display Men. I knew you were an artist and I am delighted to learn that you have received such generous recognition.

With very kind wishes,

I am,

Sincerely yours,

John J. Cornwell
Governor.

many years, and at the past five conventions of the I. A. D. M. has had much to do with the success of the meetings through his general activities and special participation in the educational programs. He is the possessor of the championship medal awarded to the display man winning 300 points in competition under two sets of judges. There are but six display men in the world who have been so honored, Mr. Seay having accomplished the feat at the New York and Chicago conventions in 1918, 1919, respectively.

President Charles F. Wendel has further honored this great artist by placing him in charge of the Southern district under the jurisdiction of the new I. A. D. M. Speakers' Bureau, of which Mr. Seay is a member.

Winners in I. A. D. M. Display Contest

Open Classes

Class 1—First prize, Ellsworth H. Bates, C. W. Klemm, Inc., Bloomington, Ill. Second prize, Walter E. Zemitzsch, Famous & Barr, St. Louis, Mo. Third prize, Ellsworth H. Bates, Bloomington, Ill.

Class 2—First prize, Walter E. Zemitzsch, Famous & Barr, St. Louis, Mo. Second prize, J. S. Clark, J. W. Knapp Co., Lansing, Mich. Third prize, Ellsworth H. Bates, C. W. Klemm, Inc., Bloomington, Ill. Honorable mention, Oscar F. Ryan, Anderson-Newcomb Co., Huntington, W. Va.

Class 3—First prize, Ellsworth H. Bates, C. W. Klemm, Inc., Bloomington, Ill. Second prize, Walter E. Zemitzsch, Famous & Barr, St. Louis, Mo. Third prize, Max Genereux, Missoula Mercantile Company, Missoula, Mont.

Class 4—First prize, Walter E. Zemitzsch, Famous & Barr, St. Louis, Mo. Second prize, Jerome Jaffrey, Newcomb-Endicott, Detroit, Mich. Third prize, Homer H. Seay, Walker D. G. Co., Charleston, W. Va.

Class 5—First prize, Walter E. Zemitzsch, Famous & Barr, St. Louis; C. A. F. Smith, Davenport, Ia. Third prize, L. L. Wilkins, Jr., Crook-Record, Paris, Tex.

Class 6—First prize, Walter E. Zemitzsch, Famous & Barr, St. Louis; Second prize, W. Oliver Johnston, Johnston-Walker, Ltd., Edmonton, Canada. Third prize, Homer H. Seay, Walker D. G. Co., Charleston, W. Va. Honorable mention, Max Genereux, Missoula Mercantile Co., Missoula, Mont.

Class 7—First prize, F. G. R. Lacey, Fairweather, Ltd.; Toronto, Can. Second prize, Carl W. Ahlroth, Union Company, Columbus, Ohio. Third prize, Otto R. Greschke, Dancer-Brogan, Lansing, Mich.

Class 8—First prize, F. G. R. Lacey, Fairweather, Ltd., Toronto. Second prize, Arthur V. Abbott, Hartford City, Ind. Third prize, H. H. Seay, Walker D. G. Co., Charleston, W. Va. Honorable mention, C. A. F. Smith, Davenport, Ia.

Class 9—First prize, J. E. Hopkins, George A. Gray Co., Duluth, Minn.

Class 10—First prize, Walter E. Zemitzsch, Famous & Barr, St. Louis. Second prize, L. L. Wilkins, Jr., Crook-Record, Paris, Tex. Third prize, Ellsworth H. Bates, C. W. Klemm, Inc., Bloomington, Ill.

Class 11—First prize, C. A. F. Smith, Davenport, Ia. Second prize, C. W. Green, Sissons Bros., Binghamton, N. Y.

Class 12—First prize, G. E. Wheete, Vandever's. Second prize, W. Oliver Johnston, Johnston-Walker, Ltd., Edmonton, Alberta. Third prize, W. R. Lantaff, J. N. Adam & Co., Buffalo, N. Y.

Class 13—Homer H. Seay, Walker D. G. Co., Charleston, W. Va. Second prize, P. S. Williams, Scruggs, Vandervoort & Barney, St. Louis. Third prize, Walter R. Lantaff, J. N. Adam & Co., Buffalo.

Class 14—First and second prizes, Ellsworth H. Bates, C. W. Klemm, Inc., Bloomington, Ill. Third prize, W. W. Yeager, Wolf-Griesheim Co., Bloomington, Ill.

Class 15—First and second prizes, George B. Scott, The Metropolitan, Dayton, Ohio. Third prize, Arthur W. Merry, Baker Co., Toledo, Ohio.

Class 16—First prize, Walter E. Zemitzsch, Famous & Barr, St. Louis.

Class 17—First prize, Arthur W. Merry, Baker Company,

Toledo, O. Second prize, Arthur W. Merry. Third prize, Walter E. Zemitzsch, Famous & Barr, St. Louis.

Class 18—First prize, Carl W. Ahlroth, Union Company, Columbus, Ohio. Second prize, Arthur W. Merry, Baker Company, Toledo, Ohio. Third prize, Walter E. Zemitzsch, Famous & Barr, St. Louis.

Class 19—First prize, Arthur W. Merry, Baker Company, Toledo. Second prize, Karl M. Amdahl, The Palace, Spokane, Wash. Third prize, Arthur W. Merry, Toledo.

Class 20—First and second prizes, Ellsworth H. Bates, C. W. Klemm, Inc., Bloomington, Ill. Third prize, G. E. Wheete, Vanderer's, Tulsa, Okla.

Class 21—First prize, L. F. Dittmar, Rike-Kumler Company, Dayton, O. Second prize, C. A. F. Smith, Davenport, Ia. Third prize, G. E. Wheete, Vanderer's, Tulsa, Okla.

Class 22—First prize, P. S. Williams, Scruggs, Vandervoort & Barney, St. Louis. Second prize, C. A. F. Smith, Davenport, Ia. Third prize, Fred King, Block & Kuhl, Peoria.

Class 23—First prize, L. F. Dittmar, Rike-Kumler Co., Dayton, Ohio. Second prize, George B. Scott, The Metropolitan, Dayton, Ohio. Third prize, Ellsworth H. Bates, C. W. Klemm, Inc., Bloomington, Ill.

Class 24—P. S. Williams, Scruggs, Vandervoort & Barney, St. Louis. Second prize, Oscar F. Ryan, Anderson-Newcomb, Huntington, W. Va. Third prize, W. R. Lantaff, J. N. Adam & Co., Buffalo, N. Y.

Class 25—First prize, Walter R. Lantaff, J. N. Adam & Co., Buffalo. Second prize, Walter R. Lantaff. Third prize, Leslie D. Slack, A. Livingston & Son, Bloomington, Ill.

Class 26—First prize, H. H. Seay, Walker D. G. Co., Charleston, W. Va. Second and third prizes, Otto R. Greschke, Dancer-Brogan, Lansing, Mich.

Class 27—First, second and third prizes, Karl M. Amdahl, The Palace, Spokane, Wash.

Class 28—First prize, Fred King, Block & Kuhl Co., Peoria, Ill. Second prize, George F. McConnell, Jassby's, Montreal. Third prize, Ernest Willson, Kodak, Ltd., London, England.

Class 29—First prize, Oscar F. Ryan, Anderson-Newcomb Co., Huntington, W. Va. Second prize, W. R. Lantaff, J. N. Adam & Co., Buffalo. Third prize, Edward K. Lummus, Almy's, Montreal.

Class 30—First prize, J. H. Everetts, Pegues-Wright, Hutchinson, Kas. Second prize, Philip Belanca, David's Bros., Buffalo. Third prize, W. K. Best, Turner-Ebinger Co., Marietta, Ohio.

Class 31—First prize, W. Oliver Johnston, Johnston-Walker, Ltd., Edmonton, Canada. Second prize, Karl M. Amdahl, The Palace, Spokane, Wash. Third prize, H. H. Seay, Walker D. G. Co., Charleston, W. Va.

Class 32—First prize, V. L. Carson, San Antonio, Tex. Second prize, L. L. Wilkins, Jr., Crook-Record, Paris, Tex. Third prize, Walter E. Zemitzsch, Famous & Barr, St. Louis.

Class 33—First prize, Walter E. Zemitzsch, Famous & Barr, St. Louis. Second prize, L. A. McMullen, Eastern Outfitting Co., Portland, Oregon. Third prize, R. W. Scott, R. H. Fyfe Co., Detroit.

Class 34—First prize, J. F. Webber, Mabley & Carew, Cincinnati. Second prize, J. C. Mackey, Rich & Bros., Atlanta, Ga.

Class 35—First prize, Matt Markusich, Saul Wolfson, San Antonio, Tex. Second prize, W. Oliver Johnston, Johnston-Walker, Ltd., Edmonton. Third prize, Matt Markusich, San Antonio.

Class 36—First prize, Curtis L. Ferrell, Davidson's, Hattiesburg, Miss. Second prize, M. L. Hoffstadt, The Peoples Store, Charleston, W. Va. Third prize, M. L. Hoffstadt, Charleston, W. Va.



HOMER H. SEAY

Class 37—First, second and third prizes, A. G. Sten, Helena, Ark.

Class 38—First prize, M. L. Hoffstadt, The Peoples Store, Charleston, W. Va. Second prize, Ellsworth H. Bates, C. W. Klemm, Inc., Bloomington, Ill.

Class 39—First prize, M. L. Hoffstadt, The Peoples Store, Charleston, W. Va. Second prize, Matt Markusich, Saul Wolfson, San Antonio, Tex. Third prize, Lee Curtis Rose, Flint, Mich.

Class 40—Sweepstakes—First prize, Walter E. Zemitzsch, Famous & Barr, St. Louis. Second prize, Carl W. Ahlroth, The Union Company, Columbus, Ohio. Third prize, H. H. Seay, Walker D. G. Co., Charleston, W. Va. Honorable mention, J. V. Williams, Wolf Clothing Co., St. Louis, Mo.; Otto Greschke, Dancer-Brogan, Lansing, Mich.; J. E. Hancock, Schwab & May, Charleston, W. Va.; C. A. F. Smith, Davenport, Ia., and Arthur W. Merry, Toledo, Ohio.

Card Classes

Class 41—Pen Lettered—First prize, B. A. Rainwater, Hess-Culbertson, St. Louis, Mo. Second prize, E. W. Calvin, Werner & Werner, St. Louis, Mo. Third prize, Geo. W. Foster, Browning King & Company, St. Louis, Mo. Honorable mention, Ellwyn McEachnie, Jahraus Braun Company, Buffalo.

Class 42—Brush Lettered—First prize, Ellwyn McEachnie, Jahraus Braun Company, Buffalo. Second prize, A. L. Meadows, Washer Bros., Fort Worth, Texas. Third prize, Homer H. Seay, Walker Dry Goods Co., Charleston, W. Va. Honorable mention, Ellwyn McEachnie, Buffalo.

Class 43—Air Brush Designs—First prize, A. L. Meadows, Washer Bros., Fort Worth, Texas. Second prize, Cyrus A. Bush, John Mackett Co., Toledo, Ohio. Third prize, Lawrence A. Hood, Schmitz & Shroeder Company, Detroit.

Class 44—Show Card Sweepstakes—First prize, Homer

H. Seay, Walker Dry Goods Company, Charleston, W. Va. Second prize, Oscar F. Ryan, Anderson-Newcomb, Huntington, W. Va. Third prize, E. W. Calvin, Werner & Werner, St. Louis, Mo.

Limit Classes

Class 1—First prize, W. A. Montgomery, W. T. Ducker Company, Quincy, Ill. Second prize, G. E. Wheete, Vanderer's, Tulsa, Okla. Third prize, Jerome Jaffrey, Newcomb-Endicott, Detroit.

Class 2—First prize, Karl M. Amdahl, The Palace, Spokane, Wash. Second prize, Karl M. Amdahl, Spokane, Wash. Third prize, L. L. Wilkins, Jr., Crook-Record, Paris, Tex. Honorable mention, W. Oliver Johnston, Johnston-Walker, Ltd., Edmonton, Can.

Class 3—First prize, W. Oliver Johnston, Johnston-Walker, Ltd., Edmonton, Can. Second prize, W. Oliver Johnston. Third prize, Curtis L. Ferrell, Davidson's, Hattiesburg, Miss.

Class 5—First prize, Jerome Jaffrey, Newcomb-Endicott, Detroit.

Class 6—First prize, John T. Mackey, Kespohl-Mohrenstecker, Quincy, Ill. Second prize, W. Oliver Johnston, Johnston-Walker, Ltd., Edmonton, Can. Third prize, Karl M. Amdahl, The Palace, Spokane, Wash.



WM. H. HINKS

Class 8—First prize, L. L. Wilkins, Jr., Crook-Record, Paris, Texas. Second prize, G. E. Wheete, Vanderer's, Tulsa, Okla.

Class 9—First prize, W. A. Montgomery, W. T. Ducker, Quincy, Ill. Second prize, W. Oliver Johnston, Johnston-Walker, Ltd., Edmonton, Can.

Class 10—First prize, W. Oliver Johnston, Johnston-Walker, Ltd., Edmonton, Can.

Class 13—First prize, W. Oliver Johnston, Johnston-Walker, Ltd., Edmonton, Can.

Class 14—First prize, W. A. Montgomery, W. T. Ducker, Quincy, Illinois.

Class 15—First prize, L. L. Wilkins, Jr., Crook-Record, Paris, Texas. Second prize, W. Oliver Johnston, Johnston-Walker, Ltd., Edmonton, Can.

Class 16—Karl M. Amdahl, The Palace, Spokane, Wash. Second prize, George W. Foster, Browning King & Company, St. Louis.

Class 17—First and second prizes, George W. Foster, Browning King & Company, St. Louis.

Class 20—First prize, L. L. Wilkins, Jr., Crook-Record Company, Paris, Texas. Second prize, Hildreth E. Funk, Menier Dry Goods Company, Greensburg, Indiana.

Class 21—First, second and third prizes, Gerald Picken, C. R. Ryder, Brisbane, Australia.

Class 24—First prize, Wesley V. Reed, Wolf & Wilson Drug Co., St. Louis Mo.

Class 26—First prize, Thomas F. McCormick, Peoples' Outfitting Company, Detroit. Second prize, Jerome Jaffrey, Newcomb-Endicott, Detroit.

Class 28—First, second and third prizes, Wesley V. Reed, Wolf & Wilson Drug Company, St. Louis, Mo.

Class 31—First prize, Hildreth Funk, Menier Dry Goods Company, Greensburg, Indiana.

Class 34—First prize, Thomas F. McCormack, Peoples' Outfitting, Detroit.

Grand Prize

Awarded to the Association member winning the greatest number of points in contest.

Winner—Walter E. Zemitzsch, Famous & Barr, St. Louis.

Capital Grand Prize

Awarded to the branch Association whose members collectively win the greatest number of points in the contest.

Winner—St. Louis Association of Display Men.

Zemitzsch Big Point Winner

WALTER E. ZEMITZSCH, display manager for Famous & Barr, St. Louis, Mo., and the man who put the 1917 I. A. D. M. convention over in classy style, was very much in evidence at the Detroit meeting as may be noticed from a perusal of the list of winners in I. A. D. M. display contest. In addition to capturing twelve prizes, including the sweepstakes award, Mr. Zemitzsch was the winner of the Grand Prize, awarded to the in-



WALTER E. ZEMITZSCH, FAMOUS & BARR, ST. LOUIS

dividual winning the greatest number of points in competition. His total was 175 as against 110 for Ellsworth H. Bates, display manager for C. W. Klemm, Inc., Bloomington, Ill., the runner-up in this phase of the great com-

petition. Mr. Zemitzsch's total together with points won by other men of St. Louis resulted in the Capital Grand Prize being awarded to the St. Louis Association of Display Men.

Klings Special via Wabash

AS in past years the Chicago Association of Display Equipment Manufacturers was very much in evidence with practically 100% representation in the Great Exposition. However, the delegates missed the usual activities of the Chicago boosters during the voting on the 1921 convention city, the same being notably absent due to the disposition of the Chicago men to refrain from contesting the St. Paul Display Men's Association, in the matter of the next meeting place. The Chicago men will, undoubtedly, be active in the campaigning next year.

Members of the Chicago Association made the trip to and from Detroit on special train, this class being the plan and under the direction of Sidney Kling, Wallbrunn, Kling & Co., and treasurer of the Chicago Association of Display Equipment Manufacturers.

The Esterbrook Card Writing Contest

THE Esterbrook Pen Manufacturing Company card writing contest, which created so much interest at the Chicago convention in 1919, was again a prominent feature at Detroit and many of the best card writers in the country entered the competition.

The first prize, twenty-five dollars, for the best five cards sent to the contest directors at the convention, was won by E. W. Calvin, display manager for Werner & Werner, St. Louis, Mo. The second prize in this class, \$10.00, was won by G. E. Wheete, display manager for Vandever's, Tulsa, Okla. Honorable mention was voted to D. D. Dickinson, display manager for Schuneman & Evans, St. Paul, Minn.

In the special D class, for best card made while in attendance at the convention, G. W. Foster, display manager for Browning, King & Company, St. Louis, Mo., was declared the winner and awarded \$25.00. Honorable mention was given to A. A. Hanson, display manager for Clayton's, Detroit.

B. A. Rainwater, display manager for Hess & Cuthbertson, St. Louis, and recognized as one of the best pen letterers in the country, was in charge of the Esterbrook competitions.

Ohio Organizes as State Association

TUESDAY, July 13, during the progress of the I. A. D. M. convention the various local associations of the state of Ohio met in joint session and perfected a state organization, adopting the name, the Ohio Association of Display Men. Application was immediately made for charter from T. Guy Duey, secretary of the I. A. D. M., the Ohio organization presenting a list of one hundred men already affiliated with the new association.

William H. Teal, display manager for LaSalle & Koch, Toledo, and for years a most active and influential member of I. A. D. M. conventions was elected president of the Ohio Association, while Carl W. Ahbroth, display manager for The Union Company, Columbus, was chosen vice-president. L. F. Dittmar, who directs displays for Rike-Kumler Company, Dayton, is the secretary.

The new Association plans on two meetings each month and preliminary arrangements are being perfected for a big state convention in one of the big Ohio cities for the early part of May, 1921.



ST. PAUL ASSOCIATION OF DISPLAY MEN. THIS CLUB WILL STAGE THE 1921 I. A. D. M. CONVENTION.

St. Paul the 1921 Convention City

BEN J. MILLWARD, chairman of the I. A. D. M. Program Committee, Howard E. Bartlett, president of the St. Paul Display Men's Association and the members of the St. Paul and Minneapolis clubs have set to work on a campaign designed to make the 24th annual convention of the I. A. D. M. to be held in St. Paul, next July, even more important and pretentious than the great Detroit meeting of last month. Mr. Millward has already perfected his program committee, and with Mr. Bartlett has several local committees busily at work. Of interest is the very desirable action of the new program chairman in enlisting in the various committees the services of a number of the leading merchants of St. Paul, Minneapolis and other Minnesota and Wisconsin cities. The leading figures in the Twin Cities promise a greater development and importance in the I. A. D. M. through a keen and active interest of merchants, and the 24th annual meeting of the I. A. D. M. will undoubtedly find hundreds of merchants in attendance.

No sooner had the St. Paul men returned to the Minnesota capital than President Bartlett issued a call for meeting which every member of the St. Paul club attended. Plans were discussed, various committees appointed, and a number of St. Paul merchants addressed the meeting. It was announced by Mr. Millward that the Auditorium, one of the finest and most beautiful buildings in the country, had been secured for the 1921 I. A. D. M. convention.

The enthusiastic energy of the St. Paul display men and merchants is matched only by the determination of the display artists of Minneapolis to be of tremendous importance and assistance in making the St. Paul convention an unparalleled event in I. A. D. M. annals. William H.

Hinks, one of the most popular as well as important members of the International Association of Display Men, will serve as one of the Minneapolis representatives on Chairman Millward's program committee, and all who know "Bill" will agree that his selection augurs well for the success of the program.

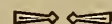
A bigger and better convention than Detroit is a man's size ambition but, to utilize Mr. Millward's expression—"Watch St. Paul next July."



British Artist Enthusiastic

EDWARD N. Goldsman, display manager for Selfridge & Co., Ltd., London, and president of the British Association of Display Men, was a visitor to the Chicago office of MERCHANTS RECORD AND SHOW WINDOW, last month, coming here from Detroit, where he was a distinguished delegate to the I. A. D. M. convention.

This great artist from across the Atlantic is enthusiastic concerning the probable affiliation of the British Association and the I. A. D. M., and ventured the opinion that the close co-operation of the two great bodies was necessary in the work of developing and extending the influence of the display profession.



Madison Men to Organize

IMMEDIATELY on their return home from the Detroit convention of the International Association of Display Men the display men of Madison, Wisconsin, held a meeting and perfected plans for the organization of the display men of Madison. About twenty men have signified intention of joining the new association.

Drapes for Convention Delegates

Herman Frankenthal, display manager for B. Altman & Company, and artist of international fame, provides I. A. D. M. program gem—Presents drapes of rare beauty and introduces new fashion—Suggestions for future greats



ONE of the outstanding features of the educational program of the 23d annual convention of the International Association of Display Men, held at Detroit, July 12-15, was the demonstration on novelty draping by Herman Frankenthal, display manager for B. Altman & Company, New York City. This master mind of draping experts fairly startled the 1,200 delegates and guests with his rare ability in handling silks and draping them over forms without cutting the materials, and at the close of his demonstration there was left no

doubt as to logical claim to the reputation which for years has placed Mr. Frankenthal as the leading exponent in the art of draping.

During the process of the draping Mr. Frankenthal explained many points of the work and offered suggestions of great value.

"It is possible," said the great artist, "to create out of a 50-cent gingham a gown that will make every woman who sees it want a dress of the same material. Frequently when I go through the store a buyer will say, 'Here is a piece of gingham that



DRAPE 1—FRONT VIEW.



BACK VIEW OF DRAPE 1.



DRAPE 2—FRONT VIEW.



DRAPE 2—BACK VIEW.

isn't selling very well. Will you drape a form with it?' I will design a dress that will attract the women shoppers, and invariably the material is gone in the twinkling of an eye."

Mr. Frankenthal's first creation for the convention delegates was a stunning evening gown of black and gold brocaded silk retailing at \$35 a yard. The foundation was gold cloth. One end of the lace was pinned onto the corsage with the edge on top, and fell in great graceful folds, while the other end of lace was utilized for the skirt. The brocade was draped in a point from the corsage and formed plaits standing out on the hip, the other end of the material combining in the formation of the skirt, being draped across the back to the left side and falling in a long full train. From the top corsage in back and attached to the two shoulder straps was a red velvet court train which was gracefully dropped in soft plaits. On the right side was a beautiful red rose with gold leaves. Illustration Number 2 shows the back of the gown described, and the real beauty and artistry of the creation is readily granted.

The second number of Mr. Frankenthal's contribution to the I. A. D. M. program is presented through Illustration Number 3. Here is a gown of rare beauty and one in which the real skill of the Gotham artist was most distinctly evidenced. The drape was made of brown brocaded velvet and a material and style shown in Detroit for the first time. The material was draped from the front and forming a square in the back, was brought to two points from which material fell in graceful folds, terminating in a train. Over the front a beautiful brown and gold lace was draped onto the shoulder straps, meeting in two points in the back. In the center front an ornament was suspended on a gold ribbon. The lace was draped over the train in such a manner as to form a cascade on one side.

Following his demonstration, at the close of which he was accorded a rousing vote of appreciation, Mr. Frankenthal passed a number of his recent drape sketches among the audience for inspection. Many of these creations were the originals of styles and fashions later adopted by famous French fashion designers.



The Manufacturers' Exposition

THE exhibits by manufacturers at the Detroit convention surpassed in number and elaborateness any similar efforts that had been made at former meetings. Appreciating the importance of this meeting, most manufacturers arranged for comprehensive displays to be carried out on an impressive scale. This was made possible by the large size of the exhibition hall. Large as it was, however, the hall was none too big and space was at a premium. The main floor was completely occupied by the many interesting exhibits, some of which had to be made in the gallery. Naturally the practical success of the exhibition was measured by the volume of sales and these were generally so satisfactory that practically all of the exhibitors have expressed their intention of exhibiting next year at the I. A. D. M. Convention in St. Paul.

Much of the success of the exhibition was due to the strenuous and untiring efforts of Mr. Wendel and his able assistants who had on their hands a tremendous job in putting up partitions, making electrical connections and doing hundreds of other things preparatory to the big show. The exhibits and those in attendance were as follows:

Walbrunn, Kling & Co., Chicago. This booth was in charge of Sid Kling and throughout the meeting was the Mecca for all who were interested in show card writers supplies. On exhibition was shown practically every tool or material used in the making of show cards. Pens for all kinds of lettering, brushes for every purpose, air brushes, card boards and scores of miscellaneous tools and helps for the card writer and display man were shown. The exhibit was one of exceptional interest and those

who were unable to attend the convention should certainly send for the catalog of Walbrunn, Kling & Co., which lists all of the articles that were on exhibit. With Mr. Kling in this booth was C. L. Griffs, representing the Chicago Mat Board Co. with a big line of special card boards for card writers.

Cleveland Decorative Works, Cleveland, Ohio. This firm displayed a handsome line of window valances, floor mats and similar goods. In addition to many beautiful specimens of valances, a large collection of sketches illustrating original designs was on exhibit. This is one of the old and well known valance firms. It has a reputation for quality and originality combined with reasonable prices. Jack Friedman was in charge of this exhibit.

Cora Scoville Patch, Detroit. This exhibit was one in which a number of posters of novel design were shown. They were approximately life size and the costumes and practically all of the details were worked out in actual merchandise. The purpose of the designer is to use these posters in panels on window backgrounds or in departments of the stores.

Curtis-Leger Fixture Co., Chicago. This firm showed a splendid line of window equipment including wax figures, metal and wood fixtures, papier mache, valances, floor coverings in French designs, etc. In this booth were also shown a diversity of the celebrated X-ray lighting appliances for windows and other purposes. The line of wax shown in this exhibit is made up largely from entirely new models that show many new and desirable features that won the unqualified approval of display men and merchants alike. A collection of electrically lighted flowers and plants was also shown by Curtis-Leger Fixture Co. Kenneth Curtis, Larry Burke and J. M. Kerlin were in charges of this interesting display.

Detroit School of Lettering, Detroit. For the show card man, one of the most interesting booths was that of the Detroit School of Lettering which was presided over.



THE CURTIS-LEGER FIXTURE CO. DISPLAY.

by L. S. Strong, president of the School, and C. E. Goodlander. Everything imaginable for the use of the card writer and sign painter was shown. This included brushes, pens, paints, inks, cardboards, air brush outfits, etc. There was also on show a large collection of useful books for



THE DETROIT SCHOOL OF LETTERING BOOTH.

the instruction of the card or sign man. This booth was also headquarters for Roy O. Barber, Ray Holmes and M. E. Gibbs the official sign painters of the convention. These boys worked night and day in preparing signs for exhibitors and others that included everything from an enormous sign for the Hotel Statler to small tickets. In one corner of the Strong booth was an interesting section devoted to "Snow White" that is so well known to card writers.

Modern Artificial Flower Co., Chicago. A big general line of decorations was shown by this firm using an artistic background of original and pleasing design. The Modern line of flowers embraces a big variety covering everything from the simplest domestic products to the

most elaborate designs. These are made up in sprays, vines, and other arrangements calculated to meet the requirements of every occasion. An excellent line of wicker ware was also shown in this exhibit which was in charge of Arnold J. Abrams and Harry Green. A new catalog is being sent out by this company and Mr. Abrams asks that all display men who are not already on the mailing list, send in their names at once.

L. Baumann & Co., Chicago. This well known firm made an imposing display of high class window and store decorations. Flowers, foliage, sprays, fruits in many clever new designs and color effects for the coming season. L. Baumann & Co. is one of the best known flower houses in America. This house is known wherever good floral decorations are used, their customers being numbered among the best stores of the United States and Canada. The display in Detroit was in keeping with the high prestige of L. Baumann & Co. Those in charge of this exhibit were G. Reising, F. J. Monihan, H. Mende and J. J. McCarthy.

Armstrong Cork Co., Linoleum Department, Lancaster, Pa. The exhibit of this concern was one of the most interesting at the convention. Its purpose was twofold—to show the advantages of various kinds of linoleums as show window floor material and to suggest to display men improved ways of displaying this class of merchandise in the show window. A number of new linoleum designs were shown that are especially appropriate for show window floors and which are highly effective when used for that purpose. Some of them are in patterns duplicating hard wood; others are in plain tones in pleasing effects. The Armstrong Cork Co. is conducting a window display contest that every display man should know about. Full information will be sent upon request. S. E. Conybeare and J. C. McCarthy, respectively Advertising Manager and Assistant Advertising Manager of this branch of the Armstrong Cork Co. were in charge of the Detroit exhibit.

Melius & Cowley, Chicago. This firm had one of the largest exhibits at the convention and showed a representative collection of the admirable figures of the French



THE HANDSOME DISPLAY OF MODERN ARTIFICIAL FLOWER CO.

Wax Figure Co. of Milwaukee. Among these remarkably lifelike figures were several that attracted more than ordinary attention not only because of their clever modeling but because of their clever posing. One that was greatly admired was a full female figure posed as a diver. Another novelty was a boy bather's figure in reclining position. With this exhibit were Harry F. Melius, C. R. Cowley, C. A. Cowley, Chas. Vetter and Fred Bartelmann.

J. H. Blecher, Detroit. In this exhibit was shown an interesting line of wax figures in new models. Among other features, these figures were notable for their conformity to the most recent trend of fashion in the matter of shoulders. A number of refinements, were also evident in the modeling and finishing of the hands and arms. J. H. Blecher was in charge and demonstrated a new idea in the furnishing of figures with two sets of arms adapting them to the display of both heavy suits and garments with transparent sleeves.

General Electric Co., Harrison, N. J. This booth was in charge of E. F. Newkirk who demonstrated most effectively the value of good window lighting and the importance of using lights that develop the proper color values in displays. A system of switches was connected up with several series of colored lamps so that a number of different color combinations could be had in the model window. Display men generally are becoming more appreciative of the importance of proper lighting and Mr. Newkirk was kept busy explaining the theory and practice of window lighting to interested display men.

The Root Trade Publications. In this booth the *Dry Goods Reporter* of Chicago, *Dry Goods Economist* of New York and *Drygoodsman* of St. Louis were represented by George Cowan and Claude Potter. In addition

to the various publications, a number of prizes consisting of cups, silverware, etc., being offered in window display contests were shown.

Bert L. Daily, Dayton, Ohio. The Daily exhibit showed his big line of card writing equipment including pens, brushes, air brushes, inks, colors, cardboards and everything else the card writer uses. Mr. Daily has specialized in this line for many years and during that time has been adding item after item to his line whenever any kind of a demand arose. As a consequence his line has grown until it now embraces practically every article or material used by card writers. His goods are used wherever card writing is known. At the booth with Mr. Daily were Mrs. Daily and R. W. Meyer.

Pittsburgh Reflector & Illuminating Co., Pittsburgh.

The Pittsburgh line of show window reflectors was shown to indicate the thorough manner in which these reflectors are manufactured and the high quality of the materials used. An interesting feature of this exhibit was a big collection of photographs showing some wonderfully handsome show windows in which Pittsburgh reflectors are used. Among the stores shown were many of the best known in leading cities all over America. J. J. McFarland of Pittsburgh and W. S. Herrmann of Detroit had charge

Mutual Flower Co., New York. A Ballerini who represented this firm showed a line so widely varied and containing so many excellent numbers that it was calculated to meet any requirement as to variety or price. This is one of the oldest flower houses in America but until within the past two years practically the entire output has been distributed through the jobbing trade. The Mutual Flower Co is now selling the user direct, thereby saving him the middleman's profit. It is the general idea



L. A. KICHLER CO. EXHIBIT SHOWING EMBROIDERED BACKGROUNDS.



THE BARLOW-KIMNET EXHIBIT SHOWING MANNEQUIN FORMS.

of the designers of this company to adhere closely to nature in all its products but at the same time they are prepared to work out any design for which there may be a demand. The line prepared for the coming season shows a splendid collection of flowers, sprays, vines, fruits, foliage, etc., made up in designs that appeal to the display man who appreciates high quality but is looking for big values.

Barlow-Kimnet Co., New York. The exhibit of this firm showed a particularly good line of high class display fixtures and forms including some remarkably handsome wax fixtures on the celebrated Mannequin "Chicken" models. The combination of the splendidly modeled heads and arms with the beautifully designed and perfectly finished figures appealed to display men. One of these forms was selected by Fred Johansen of Union Hill, N. J., to be used in the draping contest. Mr. Johansen was awarded the prize for this drape and attributed this fact to the excellence of the figure used. There were many other fixtures in the Barlow-Kimnet display that won the unstinted praise of display men. S. Nettler and D. Weinburg had charge of the display.

The Multi Color Co., Detroit. The slogan of this company is "Everything for the artist" and the exhibit certainly embraced a large and varied lot of implements and tools for the show card writer and display man. A device that attracted much notice from show card men was an automatic air compressor for the air brush which was remarkably simple and complete. Miss C. Trask demonstrated "petroplast," a modeling clay that facilitates the making of relief work. C. C. Peterson was in charge of this display.

"Signs of the Times," Cincinnati, Ohio. This booth showed publications for the cardwriter and sign painter. E. D. Sargent and L. D. Brauer were in charge and distributed memorandum books as souvenirs.

Bodine-Spanger Co., Chicago. The booth of this firm was one of the most interesting spots of the exhibition. Here were shown a wide range of modern ideas in window and store decoration. Included were paintings and decorations in many styles and all of them extremely effective. Most display men, however, were more interested in the color drawings and sketches showing complete window settings and other schemes of decoration. Mr. Bodine is

known throughout the world in his chosen field and all display men recognize him as a master of his craft. As a result most display men consider it a real opportunity to study his drawings. The background of the demonstration stage where the convention program was carried out was the work of Mr. Bodine. The centerpiece was a large painting in imitation Batik which was greatly admired. With the Bodine-Spanger Co. exhibit were J. Clarence Bodine and Chas. A. Bodine.

J. F. Gasthoff & Co., Danville, Ill. In the large space occupied by this company was shown a fine collection of flowers and other decorative specialties in both paper and cloth. The flowers shown presented a splendid variety ranging from the simplest blossoms and vines to the most elaborate designs. While this house carried decorations of the highest class, a specialty is made of low priced goods. Mr. Gasthoff states that his location and local conditions make it possible to turn out high class products at a fraction of the cost of factories situated in large cities. His factory is equipped with all kinds of labor saving devices which also help to lower production costs. Mr. Gasthoff expressed himself as highly pleased with the business done during the convention. Those at the Gasthoff exhibit were J. F. and E. W. Gasthoff, Joe Neiswender, Fred Marz and Walter Heuman.

Chicago Statuary Mfg. Co., Chicago. An exhibit that attracted special notice at the convention was that of the Chicago Statuary Mfg. Co. which showed a number of decorative features that won the highest praise. The central figure of this showing was a fountain in which a mermaid was gracefully posed above an immense shell. This fountain is made in two sizes, one full life size and the other slightly smaller. It is an exceedingly pleasing design. In this booth were also shown vases, urns, architectural effects etc. Ralph M. Groppi had charge of the exhibit.

Apex Show Card Service, Detroit. The showing of air brush blanks, show cards, price tickets, etc. of this firm was a revelation to many show card writers. This service offers a big help and saving of time to the card writer who desire to use artistic cards but has not the time to make them. The Apex line offers a wide selection covering practically every line of business. While in Detroit, a number of card writers and display men made arrangements to handle the Apex line.



THE NEW DISPLAY FIXTURE SHOWN BY SUPERIOR BRASS & FIXTURE CO.

Superior Brass & Fixture Co., Chicago. While this house carries a wonderfully complete line of window and store equipment, the convention exhibit was planned to emphasize a new combination display device that has just been brought out. This is a wood fixture of attractive design that has been planned for showing haberdashery, women's wear, etc. The designer has so planned this fixture that it is easily trimmed with almost any kind of merchandise and can be arranged in hundreds of attractive combinations that will appeal to the display man and the buying public alike. It met with the unqualified approval of display men generally and was spoken of as especially valuable for smaller stores that find it impracticable to buy a big equipment of wood display fixtures. J. Mors had charge of this booth and was assisted by I. Copeland.

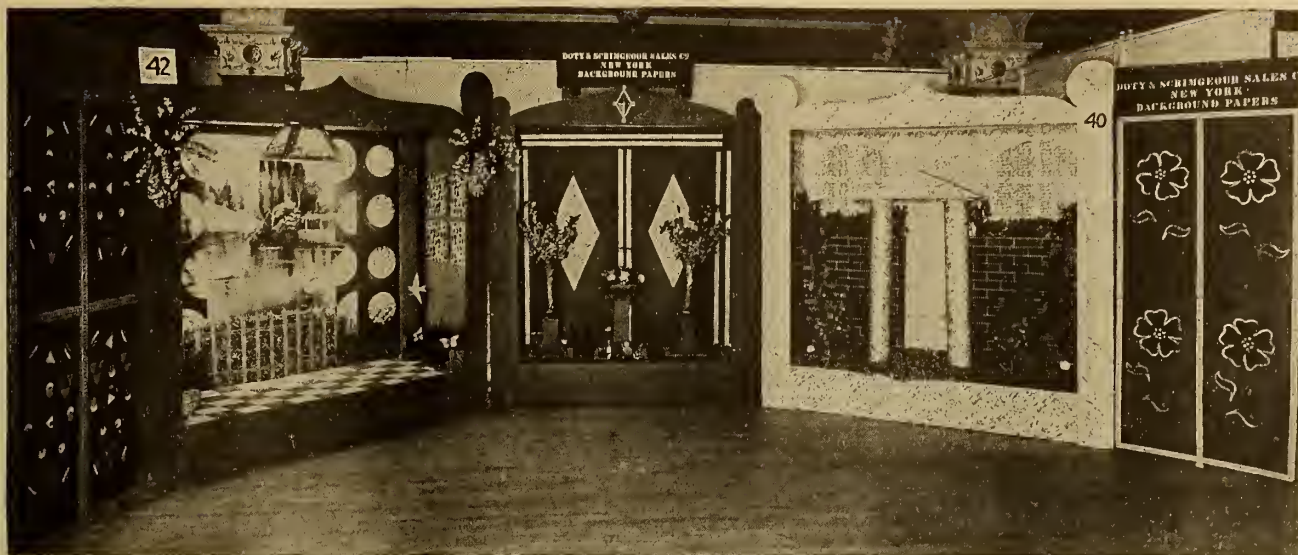
Messmore & Damon, Inc, New York. This display was the chief center of attraction for hundreds of visitors to the convention. The fascinating power of attraction of motion in a display was well illustrated by the several extremely clever mechanical papier mache figures shown in this booth. One figure was the "Shimmying Santa Clause" who went through the characteristic contortions of the "shimmy" dance for hours at a stretch. Then there was a donkey that wagged his ears and rolled his eyes in a most diverting manner. A big monkey juggled a bar, rolled his eyes and stuck out his tongue. All of these are remarkably good attractions for the holiday windows or toy section. They were supplemented by a modern Noah's Ark family made up of pink pigs, green eleplants and other fanciful creations well calculated to make a wonderful impression upon the crowds of youngsters that throng the store at Christmas time. In another part of the exhibit was a beautiful display of high art papier mache including immense vases, backgrounds, urns, etc. A handsome catalog is issued by this company showing the complete line. Mr. and Mrs. G. H. Messmore had charge of the show.

Jos. Sobel's Sons, New York. This firm had a most convincing showing of figures and forms. Waist and suit forms in various up-to-date designs were shown with vases of a variety of patterns including a very attractive Adam design. Mr. Sobel, who had charge of the display stated that his house is specializing on quantity produc-

tion of staple designs with the view of reducing production and selling costs to the minimum. This, he states, has been accomplished successfully through low rents, a profit-sharing working force and the elimination of executive and overhead expense whenever possible. The fact that many of the best syndicate stores all over the country use Sobel forms is ample proof that these forms are all that can be desired in quality and price. A new circular is now being prepared by this company which will show all of the forms and bases separately. This will enable the merchant or display man to make his selection of forms and bases in any combination that may suit his taste.

Modern Art Studios, Chicago. Every display man who saw the exhibit of this firm was impressed by the originality and rich simplicity of the background shown. This background was in autumn tones and was a typical example of the unique and truly artistic products that are offered at prices much less than might be expected for designs showing the individuality and high character of these. Designs from this firm always impress the beholder with their evident originality. They are not revamped and worked over ideas, but the direct results of decorative ideas that have been originated, developed and perfected by the artists of the Modern Art Studios. In addition to the beautiful simplicity of design and the artistic handling, the Detroit exhibit showed a number of new ideas in technical treatment that had not been shown before. This firm has developed a big business among display men who appreciate the true economy of purchasing window decorations that are designed by real artists and built by workmen who know their business. Ben Allaun was in charge of the convention exhibit.

Merchants Record and Show Window, Chicago. Displaymen at the convention showed a lively interest in the booth of the official organ where were displayed the cup and medals awarded in the Annual Contest just closed. Considerable interest was also shown in the Display Managers' Hand Book of Decoration. This is a new and decidedly valuable contribution to the literature of period decoration. It is the work of Leslie Stuart Janes and is a very completely illustrated treatise on Egyptian ornamentation. A simple color chart indicates all of the color schemes accurately.



ATTRACTIVE BOOTH OF DOTY-SCRIMGEOUR SALES COMPANY, NEW YORK CITY.

Doty Scrimgeour Sales Co., New York. A remarkably complete line of decorative papers in almost endless variety was shown by this company. Ornamental papers are widely used for window decoration and their popularity has been materially increased through the efforts of Doty Scrimgeour Sales Co. in producing a line so attractive and so comprehensive that it meets practically every requirement of the display man. In this exhibit were shown several remarkably pleasing backgrounds ornamented entirely with decorative papers. This form also carries an excellent line of artificial flowers and handles many specialties that are illustrated in a recent catalog that is being sent out together with samples of papers. Fred O. Zapfe was in charge of this interesting display.

J. Spencer Turner Co., New York. This firm is the selling agent for Stark Mills of Manchester, N. H., manufacturers of Startex crash toweling. The exhibit was to call attention to the window display contest being conducted and which is open to display men without cost to them. The prizes are sufficiently valuable to be well worth working for and much interest is being exhibited. Startex is an improved toweling which is carried in practically every department store, so most display men will have no difficulty in entering the contest. Advertising matter explaining the contest and offering suggestions for displays, was distributed at the convention booth. Those not attending the meeting should send for this information. C. W. Hamblen had charge of the exhibit.

Decorative Fixture Co., Chicago. In this exhibition were shown high class designs in period wood display fixtures. There were also shown some background screens that attracted universal admiration. One of them was a walnut screen elaborately hand carved. This screen was a masterpiece of designing and workmanship such as is rarely seen even in the costliest furniture. Another screen or background was in inlaid wood designed and carried out in exquisite taste. The period fixtures shown were of unusually pleasing design and finish. This display demonstrated impressively the remarkable progress that has been made in designing and building of wood fixtures. In charges of this display was A. J. Wolfe, the president of the company.

McKenna Bros. Brass & Manufacturing Co., Pittsburgh. This firm made an impressive display of high class forms and fixtures designed along the most improved lines and built in the thorough manner that has made an

enviable reputation for the McKenna Bros. Brass & Manufacturing Co. all over the country. For 68 years this company has been making good fixtures and merchants and display men have grown to look upon this name as standing for the best goods that can be produced in the matter of design, material, workmanship and finish. A new catalog issued by the McKenna Co. has much in it to interest the display man. Unless a copy has been received this book should be sent for. Representatives in attendance at the Detroit convention were Ross Raymond, W. F. Kelso, J. H. Hiller, C. C. Shaffer and E. H. Miller.

The Bergman-Koropp Co., Chicago. The line of prepared plants and flowers exhibited by this concern was a revelation to most of the display men who saw these exquisite productions. The decorations were in a great variety of grasses, foliage, pods and other botanical specimens, perfectly preserved and wonderfully colored in metallic and iridescent tints of marvelous delicacy and beauty. One design was a water lily wreath with pendants and festoons. This was made of foliage and stems in a rich gold and would make an admirable feature for a golden anniversary. As high class decorative materials, this line is undoubtedly destined to receive wide recognition. Mr. and Mrs. V. Bergman were in charge of the exhibit.

Benning Decorating Co., Detroit. A comprehensive line of general window equipment was shown by this company. Included were wood and metal fixtures of every variety and of the most approved designs, artificial flowers, valances, cutout display figures, papier mache forms and, in fact, everything that is required in the equipment and decoration of good windows. Mr. and Mrs. Robt. J. Benning and H. R. DeVol were in attendance at this exhibit.

National Card, Mat and Board Co., Chicago. A complete line of card boards for show cards was shown in this exhibit. This is an old and well known firm which has specialized for many years in card board for card writers and the line carried has been built up to meet practically every possible requirement. An interesting line of samples has been prepared for mailing to those who may be interested. H. M. Garby had charge of this exhibit.

L. A. Kichler Co., Cleveland, Ohio. This firm has established a reputation for bringing out new ideas in high class window draperies and the exhibit made at Detroit was in keeping with this reputation. The line shown

included not only the well known Kichler valances and curtains but also introduced a number of embroidered backgrounds which are a distinctly new feature in show window treatment. The decorative treatment of these backgrounds was applied on contrasting fabrics and floor mats were designed to harmonize. Various designs in scrolls and floral design were shown. With this booth were L. A. Kichler, J. C. Kichler, C. L. Parker and A. M. Emmerling. Mr. Emmerling is an artist and designer and much of his time at the convention was occupied in making sketches from suggestions of display men.

Dietz Distinctive Decorations, New York. A splendid line of high class decorations was shown by E. C. Dietz who is well known to practically all of the display men of the United States and Canada. The Dietz line has won its reputation on high quality and good service. The close personal acquaintance of Mr. Dietz with most of the leading display men of America has placed him in position to understand every show window need and his designers and expert flower makers have for years been turning out goods that have won the descriptive name of Dietz Distinctive Decorations. Mr. and Mrs. E. C. Dietz presided over this display.

The Onli-Wa Fixture Co., Dayton. A big circle of display men who have tested the excellence of Onli-Wa fixtures found much to interest them in the recent productions of this progressive firm. The line is a general one, covering all standard display devices many of which have been improved upon in various ways. In addition to the celebrated Onli-Wa wood fixtures there were shown a wide range of practical devices in metal and papier mache. Valances and flowers were also shown. With this exhibit were J. H. De Weese, M. W. Rutledge and J. C. Shellaby.

Decorative Plant Co., New York. A big line of flowers, plants, wicker ware and other decorative specialties filled the booth of this company. A number of high class novelties attracted considerable interest. Those in attendance at this exhibit were: R. Behrisch, T. E. Jones and H. Geiringer.

Hulsizer & Co., Des Moines, Ia. This firm interested many display men with their exhibit of floral and background decorations in sets. These were arranged to suggest various attractive combinations. C. L. Hulsizer and Robt. J. Brown were in attendance at this exhibit.

J. W. Johnston, Rochester, N. Y. This exhibit was one of interest to the show card man. It introduced a new form of card holder that has recently been brought out by Mr. Johnston. This is of metal and by a combination of ingenious devices may be used in a practically endless number of positions in the show window or on the counter. Mr. Johnston is a practical card man of long experience and his new holder is a development that has been brought about by a thoroughly complete understanding of the defects of ordinary show card holders. In charge of the display were J. W. Johnston, R. E. Sickles and J. S. Jablonski.

Ornamental Wood Products Co., Detroit. The large line of Lignine wood carvings familiar to most display men was shown in the booth of this concern. These carvings are made up in hundreds of different subjects suitable for show window decoration. The designs are in the shape of scrolls, capitals, bases, medallions, rosettes and practically everything known to the designer. These are made of tough material which can be nailed or glued and will stand a great amount of handling. J. M. Crombie was in charge of the display.

The McCallum Co., Pittsburgh. A fine line of flowers, backgrounds, stands, baskets and other decorative special-

ties was presented by the McCallum Co. The backgrounds were particularly well designed and all of the decorations were exceptionally attractive in appearance. The McCallum line is one well calculated to interest every practical display man who is looking for good values. In charge of this display were C. W. Brown, C. C. Philips and Homer D. Wood.

J. R. Palmenberg & Sons, New York. The exhibit of the Palmenberg line was a notable showing that exemplified the wonderful artistic improvement that has come about in the designing and making of wax figures in this country. A number of new Palmenberg creations were exhibited for the first time and created a marked impression because of their strikingly natural attitudes and general appearance of life. This line always arouses much interest but the exhibit at Detroit made an even greater impression than usual. Those in attendance at this exhibit were R. C. Quinsell, Irwin G. Culver, Wm. Candlish and Austin Hills of New York and Clinton Smiley of the Chicago branch.

Hugh Lyons & Co., Lansing, Mich. A splendid line of high class display equipment was shown in the spacious booth occupied by this company. Here was on display practically every standard device used by the display man. This included metal, wood, papier mache and wax. Hugh Lyons & Co. is one of the oldest and most widely known fixture houses in America and either one or the other of the big force of salesmen is known personally to practically every display man in the country. Those in charge of the convention exhibit were: Arthur Lyons, Ben Frey, W. L. Holzhaus, Chas. Meyers, Elzin Mifflin, J. Edwin White and H. G. Hughes.

Esterbrook Pen Mfg. Co., Camden, N. J. B. A. Rainwater presided over the display of this company and he was a busy man from the opening of the convention until its close. It was practically a continuous demonstration of pens and card writing and many visitors learned from Mr. Rainwater new crooks and turns in cardwriting. Mr. Rainwater is an expert card writer and the Esterbrook pens offer endless opportunity for expert work. The Esterbrook Pen has been used by card writers for some years but because of the annual contests held in connection with I. A. D. M. conventions, and the attendant advertising, this excellent pen has now attained a practically universal use. It is stated that another contest will be held for the coming year, an announcement of which will be made at an early date.

I. L. Bradford Co., Chicago. The widely known Bradford line of general display fixtures and specialties was shown in this booth. This line has won for itself a country-wide reputation for attractiveness in appearance, sturdiness in material and workmanship and low prices made possible by low production costs and an economical selling plan. These features have made the Bradford line popular with the display man who uses and the merchant who pays for these fixtures. The Bradlite color matching lamp received a big share of attention in this exhibit. This is a moderate priced portable lamp that shows all colors and shades in their true daylight values which makes it a practical necessity in every store selling men's or women's wear. Many Bradlites are in daily use in leading stores. Irving L. Bradford was in charge of the display. With Mr. Bradford was H. L. Levantine, Detroit representative of this firm. Mr. Levantine is a member of the I. A. D. M. and a practical display man having in charge the displays of several important Detroit stores.

Karl L. B. Roth, Findlay, Ohio. A remarkably attractive line of valances, floor mats, display pillows was shown by this firm. Mr. Roth is a designer of unusual



A SECTION OF SCHACK ARTIFICIAL FLOWER CO. BOOTH.

ability and for several years has specialized in high class window draperies of exclusive design. A feature of his exhibit that received much favorable notice was a line of handsome "display pillows." These are ornamental pillows of various shapes and sizes, made from velour and other materials and handsomely decorated. They are used for displaying many kinds of small merchandise and the popularity of the idea was forcibly demonstrated by many of the prize demonstrators who borrowed the Roth pillows and mats in making their displays. It is predicted that these designs will be widely used in the windows of leading stores this fall. Mr. and Mrs. Karl Roth had charge of the exhibit.

Schack Artificial Flower Co., Chicago. This exhibit was one of particular interest to display men because of the numerous new ideas shown. The center of interest at the Schack booth was the new Cactus Aster. This is a new flower that is different in coloring, shape, and general character from anythings that has been offered the display man heretofore. While not in the least "freakish," the Cactus Aster is so unusual in appearance that it immediately attracts attention and admiration and, for this reason, scores of display men were anxious to show it first in their various towns. This firm also showed a number of new backgrounds of striking novelty. Wickerware in many new designs were on exhibition and there were many sprays and other decorations of special interest. In attendance at the Schack booth were Joseph and Mrs. Schack, Chas. Moderow and Al. Worger.

Modern Display Equipment Co., Detroit. The principal feature of this exhibit was an elaborate background showing the style of decoration that is being featured by this concern. This is a striking combination of cutouts, relief and color effects. Most of this is in plastic treatment which is capable of unlimited variation as to design. The ideas presented by this company may be used in many ways in the development of special backgrounds, etc. A studio is maintained for the preparation of individual schemes of decoration at moderate prices. Sketches are submitted to those interested. With this exhibit were S. J. Wysocki, R. B. Fisher, Herbert O. Brown and J. A.

Bennet. Artificial flowers and other features were on display in this big booth.

Decorator's Supply Co., Chicago. The remarkably complete showing of all kinds of show window furniture and display equipment in wood indicated the great advance that has been made in this field during the past few years. The exhibit was exceptionally complete. It showed backgrounds, screens, window floors, chairs, tables, etc., all carried out in beautiful designs and representing the acme of material, workmanship and finish. Most of the designs of the Decorator's Supply Co. are in one of the period styles and there are enough of these to present a satisfactory range for selection for the most fastidious display man. In addition to the wooden fixtures, an interesting exhibit on floor rugs and valances was shown. Those who were in attendance in this display were: Sam Weiss, H. O. Schultz, Conrad Lopina and Arthur Golk. Those who failed to attend the Detroit Convention should send for recent literature of Decorator's Supply Co.

Botanical Decorating Co., Chicago. The big display of this firm attracted universal attention and admiration. The dominating feature of this exhibit was a large mirror ball. This was made up of hundreds of miniature circular mirrors mounted on a large sphere which was suspended from above and revolved by an unseen motor. Concealed spot lights threw colors on the revolving mirrors which multiplied the lights into a dazzling effect that was highly spectacular. In the Botanical exhibit was a gorgeous showing of their latest flowers, foliage and other decorative specialties. In two model show windows in front of the booth were shown the famous "Super" wood fixtures which have recently caused so much comment. With the Botanical exhibit were Lipman Elkan, Ed. McCartney, Max H. Frank, Eugene Landauer, Guy Morehouse, Sam Trattner, P. O. Lanham and Robt. J. Benning.

Herbert L. Messmore Co., Inc., New York. This firm displayed an interesting collection of papier mache ornaments and scenic decorations. The papier mache included gigantic enlargements of toy building blocks, animals, figures, etc. These are designed especially for holiday decorations for windows and for departments. They are

brightly colored and effective. The scenic paintings cover a great variety of subjects. In charge of this exhibition were E. C., George H., and Howard Messmore.

The Hatch Metal Neckband, Detroit. T. E. Hatch has invented a display device that will be received with enthusiasm by every display man who shows clothing—it will be approved quite as enthusiastically by every merchant who has been accustomed to paying big laundry bills for the shirts used on forms in connection with the display of coats, waistcoats, etc. Mr. Hatch's bright idea is a metal neckband that fits around the neck of any form regardless of size of make. A piece of cloth of any kind that will suggest a shirt is thrown over the top of



THIS HATCH DEVICE IS A BIG TIME AND MONEY SAVER.

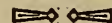
the stand; the neckboard is fitted over this with a simple motion; the collar and tie are then fitted over the neckband and held firmly in place by a simple device. The whole operation is extremely simple and requires but a moment. This substitute for the shirt is notably successful and saves so much time and money that the Hatch neckband is certain to be widely used in all clothing stores. It is suggested that those who are interested write for a circular to T. E. Hatch, 275 Jefferson Ave. East, Detroit. A display man with a little spare time could easily sell this specialty in his territory.

Natural Plant Preservers Co., New York. The display made by this firm was different from those made by other flower houses at the Detroit Convention. Instead of attempting to show their full line, they displayed only a few exquisite samples of their more exclusive productions. These were in exceedingly rich color effects and were shown against black velvet. Spot lights were used to bring out the colors of the designs. In addition to a number of floral specialties, some striking novelties including a beautiful crystal fringe were shown. The beauty of this display impressed all who saw it. Those in attendance were Geo. G. Singer and Gus Mittelmark.

The Adler-Jones Company, Chicago. This firm had the entire big stages for the exhibit of their splendid line. Along the front of the stage was a high green hedge in which was set an unusually handsome gate in imitation of wrought iron. Back of this was a complete window background and setting of original and striking design. About the stage and on the background were shown the latest novelties in flowers, foliage, wickerware, baskets, panels, screens, etc. A new line of wood fixtures was shown and attracted much notice. These fixtures are the latest product of the Adler-Jones Co. Those in charge of this exhibit were: Jos. I. Adler, Harry T. Jones, Carl F. Meier, Ed. Belanger, Robt. O. Johnson and Dave E. Anderson.

Morris Leon Mfg. Co., Chicago. Mr. Leon has succeeded in a comparatively short time in making his cane and other specialties known wherever show windows are known. It is safe to say that there is not a display man in America who does not know all about the Leon Attachments. It will therefore be a matter of interest to learn that this company has added a complete new line of wood fixtures which were shown at the Detroit Convention. The Leon wood fixtures are designed and built to meet a big popular demand. They are made in period styles that are in all respects perfect and exceedingly pleasing to the eye. However, considerable expense of manufacture has been eliminated by cutting out much of the fancy work that adds to the cost but not to the appearance of the fixtures. This line received the unqualified indorsement of visitors to the convention.

Don Shasteen Studios, Toledo, Ohio. This exhibit was one that attracted unusual attention because of the many clever ideas shown in backgrounds, panels, papier mache, flowers and other decorations, including ornamental millinery stands and other fixtures. The backgrounds and panels were shown in considerable variety and were not only highly decorative but surprisingly reasonable in price. A number of papier ornaments came in for the highest praise, not only because of their artistic excellence, but because of their remarkably clean-cut workmanship and finish. These ornaments are quite different from any papier mache heretofore offered. The figure of a stork in papier mache was universally admired. A most interesting catalog is issued by this firm and display men who were unable to attend the convention should be sure of getting a copy. Don Shasteen and Paul Landis were in charge.



First Prize to American House

The success of the splendid Convention of the I. A. D. M. in Detroit confirms the judgment of the founders of this organization. It rewards also the enthusiasm of each and every member.

That the Display Man is the biggest force in sales-making in business building, is becoming more and more apparent. Suggestion is one of the mysterious and powerful influences controlling human action. This the Display Man understands. His efforts are directed to arousing the desire to possess and stirring the impulse to buy.

How well he succeeds in this art is apparent by the increased recognition which he is receiving. He is important in the small business and indispensable in the large business.

More solid business reputations have been built up through the show window than by any other single effort.

Among the notable exhibits at the convention were the display forms and wax figures. The necessity of these as a selling aid is recognized by every merchant who has used them and found his sales increase thereby. There was the keenest kind of competition among manufacturers for excellence in these lines. Even foreign countries were represented with notable exhibits in an endeavor to secure recognition for first place. The first prize, however, for wax figure draped display was awarded to an American house, which will give a little glow of pride to all. We still like to feel that in matters of art such as these we have the sculptors who can excel and the display men who can use such wax figures and keep the honor of first prize awards at home. The Barlow-Kimnet Co. whose wax figures were used for these displays, is one of the few very old houses in this line, and the award received the almost unanimous approval of all present.

International Association

of Display Men

First Vice-President

EDW. K. LUMMUS, Almy's, Ltd.,
Montreal, Canada.

Second Vice President

KARL M. AMDAHL, The Palace,
Spokane, Wash.

Third Vice President

G. R. MACGREGOR, Hudson Bay
Co., Winnipeg, Canada.

Treasurer

L. A. ROGERS, John D. Mabley,
Detroit, Mich.

President—CHARLES F. WENDEL, The J. L. Hudson Co.,
Detroit, Michigan.
Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids,
Michigan.

*An Educational
and Business Organization*

Executive Committee

RICHARD MYERS, The Emporium,
St. Paul, Minn., Chairman.

Program Committee

B. F. MILLWARD, Mannheimer
Bros., St. Paul, Minn., Chair-
man.

Publicity Committee

JAMES W. FOLEY, Chairman,
5707 W. Lake St., Chicago, Ill.

Speakers Bureau

C. J. POTTER, 231 W. 39th St.,
New York, N. Y., Chairman.

Membership Committee

CARL GOETTMAN, Joseph Horn
Co., Pittsburgh, Pa., Chairman.

Greetings from the President

THE 23rd Annual Convention of the International Association of Display Men is now history, but the effects of this greatest of all Association meetings will manifest themselves, I believe, for many weeks to come. This manifestation of the benefits obtained through attendance at the Detroit meeting will evidence itself not only in the development of the individual as a display man, but forcibly present itself to the merchant in increased sales attributable to more efficient displays. The value of organization so veremently and clearly disclosed through the success of the 23rd annual meeting of the I. A. D. M. will undoubtedly impress every display man and in so doing will at the same time result in a greater general development of our great Association.

It is with a feeling of great pride that I extend my greetings to the members of the I. A. D. M., and in a few words express my appreciation for the great honor accorded me at the Detroit meeting, where the members of the I. A. D. M. elected me to the highest honor within the power of that body. My intention to exert every effort in the development of the Association and for the betterment of the display man individually I believe is well understood by those who have knowledge of my interest in the display profession and its representative organization.

Plans for 1920-1921 Association development are perfected, and, with the support of the rank and file of Association members, will result in an even bigger and better organization when the 24th annual meeting is convened in St. Paul in 1921.

CHARLES F. WENDEL,
President, I. A. D. M.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING			
"Harmon's Journal of Window Dressing"	- -	Established 1893	
"The Show Window"	- - - -	Established 1897	
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903	
"Merchant and Decorator"	- - - -	Established 1905	

Published on the Fifth of Every Month by

The Merchants Record Company

J. F. Nickerson, President and Manager.

Edw. H. Fox, Vice Pres. and Adv. Mgr.

James W. Foley, Editor

T. A. Bird, Mgr. Service Dept.

5707 West Lake Street - - Chicago, Illino

Telephones, Austin 1303 - 1304

EASTERN OFFICE: Suite 5001 Woolworth Building, New York City
Telephone 7363 Barclay

OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

****In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.**

****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

**Copyrighted by the Merchants Record Company*

August, 1920

Progressive and Unprogressive Merchants

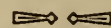
THE recent convention of the International Association of Display Men at Detroit was one of the most important sessions of the year, and its influence will undoubtedly travel farther and manifest itself more noticeably than any other event associated with business progress and civic betterment.

More than one thousand display men were in attendance at this great educational convention and were there as representatives of and in the interest of their respective retail institutions. These men came from over eight hundred stores, stores which, by their action in being represented stamps them as progressive—successful. The greatest retail institutions of three countries, awake to the importance of such a meeting, and realizing the display

man as a most powerful factor in the store's selling organization sent their men of the display department to Detroit, while a number of merchants attended in person. The fact that such institutions as Marshall Field & Co., B. Altman & Co., Saks & Co., Lord & Taylor, McCreery's, Joseph Horne Co., John Wannamaker, Bamberger's, and many others equally famous and progressive were represented, should in some degree testify to the real importance of the convention. Yet, there are hundreds of merchants who have, evidently, failed to keep abreast of the times; who have, for some unaccountable reason, failed to properly attribute the importance of the store's greatest selling factor—the display department. These, naturally were not represented at Detroit. They will be represented at future meetings. Of this there can be no doubt. No store is successful without a progressive policy, and no store policy is progressive that fails to provide for and maintain at its greatest efficiency a display department, the director of which is recognized as vital to the store organization in that he is at the helm of the store's most efficient selling agency.

It is recommended that every merchant who failed to send his display manager to Detroit read the report of the convention proceedings as published in this issue. True, some will say, "Why should I have spent one hundred dollars in sending my display man when he can get it all in this report?" Here again do we find the limited business vision. Such a report, however complete in detail, cannot tell adequately what the eyes saw and what the ears heard. The demonstrations cannot be presented in a stenographer's report; neither can the many practical and constructive criticisms and exhibits of store and window equipment and decorations be adequately presented on the pages of a business paper. There are hundreds of items—the real meat of the convention—that are only for those who attend.

Mr. Uninterested Merchant, it is time you are manifesting interest. Instead of assuming that your display man needs none of the assistance so earnestly sought by greater artists, insist that as your employe he give to you and your store all that you are paying him for. That should include energy, thought and progressive application of the principles governing his profession. Real progress in your display department can be achieved through your display manager's affiliation with the I. A. D. M.



EVERY man engaged in the display profession should be affiliated with the International Association of Display Men. Write to Secretary T. Guy Duey, c.o. Wurzburg's, Grand Rapids, Mich., for details.

Contest Winners Announced

ON another page of this issue will be found the announcement of the winners in the annual display photograph contest conducted by MERCHANTS RECORD AND SHOW WINDOW for 1919-1920. The competition in this great event was by far the keenest of all MERCHANTS RECORD AND SHOW Window contests and brought out the best efforts of



SWEEPSTAKES PRIZE

hundreds of display men from all sections of this country, Canada, England and Australia. The recognized leaders of the display profession were competitors, and, perhaps never before have so many great artists entered photos of their work as was the case in the contest just closed.

More than 3,000 photographs were entered in the 1919-1920 event and prizes were awarded to more than fifty display men. There were eleven gold medals, eleven diplomas and thirty-three special merit buttons awarded. In addition was a beautiful silver loving cup known as the sweepstakes trophy offered for the best collection of photographs entered during period of contest. This beautiful prize, an illustration of which is presented here, was won this year by Clement Kieffer, Jr., that great and popular display manager for C. A. Weed & Company, Buffalo, New York.

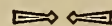
MERCHANTS RECORD AND SHOW WINDOW contests have been regular events for more than twenty-four years, and have always been the recognized biggest and best competitions in the display world. The contest for 1920-1921 will be announced in the September issue.

Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington, Ill.
W. C. Grams, Denver, Colorado
F. B. Waldo, Boston, Mass.
J. H. Roy, Quebec, Canada
William H. Richardson, Sidney, Australia
Homer H. Seay, Charleston, W. Va.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.



Our Service Department

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Metal Display Fixtures....
Outside Show Cases.....	Wax Figures.....
Show Cases	Papier Mache Forms
Clothing Cabinets.....	Electric Signs.....
Elevators	Store Lighting.....
Store Seating.....	Window Lighting.....
Lace Racks.....	Show Case Lighting.....
Rug Racks	Color Matching Lamps....
Curtain Racks.....	Papier Mache Decorations.
Backgrounds, Ornamental..	Artificial Flowers.....
Backgrounds, Hardwood..	Card Writer's Supplies....
Cash Carriers	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Store Ladders.....
Delivery Trucks	Air Brushes.....
Metal Furniture.....	Wax Figure Repairs.....
Shelving	Floors for Show Windows.
Wood Display Fixtures....	

Write in names of subjects not listed.....

.....

We expect to build (.....) Remodel (.....)

Date

Name

Address

.....

Dimensions of Store.....

.....

.....

Cut out and mail to Service Department, Merchants

Record Co., 5707 W. Lake St., Chicago.

Merchants Record and Show Window

Annual Contest Winners

1919 - 1920

CLASS 1.—1st Prize, Gold Medal—J. L. Cameron,
Harris-Emery, Des Moines, Ia.
2nd Prize, Diploma—H. H. Seay,
Walker D. G. Co., Charleston, W. Va.

CLASS 2.—1st Prize, Gold Medal—H. H. Seay,
Walker D. G. Co., Charleston, W. Va.
2nd Prize, Diploma—Wm. G. Bill,
Hecht Bros., New York City.

CLASS 3.—1st Prize, Gold Medal—O. E. Wheete,
Halliburton-Abbott, Tulsa, Okla.
2nd Prize, Diploma—R. H. Heimbach,
S. L. Bird Co., Detroit, Mich.

CLASS 4.—1st Prize, Gold Medal—Karl G. Hoff-
man, St. Louis, Missouri.
2nd Prize, Diploma—C. J. Westvig,
Dotson-Kerwin, Waterloo, Iowa.

CLASS 5.—1st Prize, Gold Medal—W. H. Rich-
ardson, Fay's, Sidney, Australia.
2nd Prize, Diploma—Ellis P. Lavin,
Yowell-Duckworth, Orlando, Fla.

CLASS 6.—1st Prize, Gold Medal—Karl Amdahl,
The Palace, Spokane, Wash.
2nd Prize, Diploma—Fred Ashfield,
Bryson-Graham, Ottawa, Ontario,
Canada.

CLASS 7.—1st prize, Gold Medal—W. R. Lantaff,
J. N. Adam & Co., Buffalo, N. Y.
2nd Prize, Diploma—J. H. Roy, Paquet
Co., Quebec, Canada.

CLASS 8.—1st Prize, Gold Medal—H. H. Seay,
Walker D. G. Co., Charleston, W. Va.
2nd Prize, Diploma—C. E. Fleshman,
Dow Drug Co., Cincinnati, Ohio.

CLASS 9.—1st Prize, Gold Medal—Vern L. Carson,
San Antonio, Texas.
2nd Prize, Diploma—W. E. Flint, Jr.,
Thompson-Hudson, Toledo, Ohio.

CLASS 10.—1st Prize, Gold Medal—E. W. Calvin,
Werner & Werner, St. Louis, Mo.
2nd Prize, Diploma—H. H. Seay,
Walker D. G. Co., Charleston, W. Va.

CLASS 11.—1st Prize, Gold Medal—E. H. Bates, C. W. Klemm, Inc., Bloomington, Ill.

Grand Prize—Sweepstakes

Clement Kieffer, Jr., C. A. Weed & Company, Buffalo, New York

Special Awards

Wm. A. Carroll, Montgomery, Ala.

Matt Markusich, San Antonio, Texas.

L. Meyer Buchanan, Paris, Texas.

L. L. Wilkins, Jr., Paris, Texas.

Earl Duke, Denver, Colo.

W. C. Grams, Denver, Colorado.

C. M. Shrider, Zanesville, Ohio.

Will Flint, Jr., Toledo, Ohio.

A. R. Wagoner, Denver, Colorado.

J. O'Crowley, Charlotte, N. C.

Ernest Willson, Kingsway, London, W. C. 2.

Clement Kieffer, Jr., Buffalo, New York.

Geo. B. Scott, Dayton, Ohio.

F. A. Peachy, Regina, Saskatchewan.

Wm. R. Chandler, Greenwood, Miss.

C. Walter Johnson, Jackson, Miss.

R. C. Doop, Nashville Tenn.

Sam H. Brewer, San Angelo, Texas.

T. W. Eaton, Waterloo, Iowa.

C. L. Ferrell, Hattiesburg, Miss.

Henry Sherrod, Louisville, Ky.


E. P. Lavin, Yowell—Duckworth, Orlando, Fla.

Homer M. Bancroft, Alexandria, La.

R. L. Parkerson, Joliet, Ill.

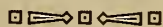
W. W. Yeager, Bloomington, Ill.

Edwin J. Hamilton, Hamilton, Ont., Can.



Notes from New York

Gotham display artists proclaim Detroit convention of the I. A. D. M. greatest event in history of organization—New York talent well represented on program—Notable improvements in window construction at Brooklyn store of Abraham & Straus—Extensive additions and alterations planned for many New York stores—Other items of interest.



By F. F. Purdy

THE display managers of New York are a diletante lot of travelers, flitting about over a wide field. Two of them are in Europe and a half dozen of them have been out at the Detroit convention, some of them still remaining away for the balance of the vacation following. Mr. Zegers, of Stern Brothers, sailed on the steamship New York, June 22, to remain away until early in August, on the kind of a roving commission a display manager might be expected to have in going to Europe for a house like Stern's. He leaves his assistant, John H. Dennis, in charge, who will have no sinecure, as Mr. Zegers looks after the carpenters, painters, etc., as well as setting artistic window displays. Before Mr. Zegers left for the other side, Harry Bird, display manager for John Wanamaker, set sail, and is not due back till late in August. It is understood that he will visit most of the countries of Europe, and will "buy whatever he thinks is good." This is his second trip to Europe. Harry has traveled a lot, and a rush through to Guatemala and staging in New York the styles of the Guatemala Mayas is nothing more to him than overturning of a ruler to the revolutionists south of us. And while he is doing some interesting things he moves ahead with his work with a blase air almost suggestive of boredom. When he returns from the battlefields of Spain, the Golden Horn or the Balkans, he will simply look up wearily and say "'Tis naught." But we shall all watch his windows as we pass, all the same.

The Wolverine, of the New York Central, took a large portion of the brains of New York displaydom westward on July 10, at 5 o'clock. The merchandise artists booked to attend the Detroit convention foregathered, and traveling together were "Dean" Frankenthal, of Altman's; Mr. Beyer, of McCreery's; Mr. Munn, of Franklin Simon & Co.; Mr. Vosburg, the new display manager for R. H. Macy & Co.; and Mr. Weisgerber, of Lord & Taylor. Other metropolitan display managers at the convention were Mr. Elders, of Saks & Co.; Mr. Roo-

ney, of Abraham & Straus, Brooklyn; Mr. Cronin, of Bamberger's; Mr. Tishman, of Hahne's, Newark; and Mr. Johnson, of A. Holthausen, Union Hill, N. J. Mr. Vosburg came on to Macy's from Pittsburgh, July 8, to look things over before going to the convention, which he had previously made arrangements to attend. He and Mr. Weisgerber were business neighbors in Pittsburgh, Mr. Vosburg coming from McCreery & Co. and Mr. Weisgerber from Boggs & Buhl. W. C. Nettum, assistant to Mr. Weisgerber, returned from his vacation as his chief left for Detroit—six weeks at Newport—another evidence of the advancing status and diletante character of our display managers.

Mr. Vosburg returned to Macy's on July 15, ready to start in on his new duties. He had arranged to start in on a complete change in working hours. Instead of beginning at 4:30 a. m., the windows will be dressed commencing right after the store is closed, displays being changed twice a week. This plan will be given a good trial, the management being thoroughly agreeable to testing it out. Mr. Vosburg's idea is that when a man is pulled out of bed at 4 o'clock to make a 4:30 date, and working without a real breakfast until some two or three hours after, the said workman will not be predisposed to artistic execution of his work, and will not be conceiving beautiful displays. In regard to the convention, he says that he has attended and been on the programs of the display men's conventions for eight years past, and that the Detroit function is by far the most successful from every viewpoint. He feels, in common with the other New Yorkers, that a debt of gratitude is due to Charles F. Wendel for his able and indefatigable efforts to make the affair the success it was. Charlie Wendel is quite some New Yorker, having been here for several years in charge of Gimbel's windows, and store generally, and having charge of the opening of the store. He is recalled for staging the first promenade du toilettes at Gimbel's—a remarkably successful and spectacular function. The

J. L. Hudson Co., of Detroit, are also highly praised for the unstinted way in which they backed up his efforts, with the store quartette loaned for the opening of each session, while highly able addresses were given by the vice-president and sales manager of the Hudson organization. The courtesies of the Detroit merchants were much appreciated, the evening boat ride, for instance. The comment here is that merchants are really appreciating the display department. Mr. Vosburg had so much to do in his new post here that he was finally loath to go, but his principals at Macy's so strongly favored it that he delayed his real start here until the 15th and went to Detroit. One would never think he had been managing fine display departments for nineteen years. Yet that is the case, in Pittsburgh all the time. He served Joseph Horne & Co. for five years and McCreery & Co. for fourteen years. The New Yorkers scattered at the close of the convention. Mr. Beyer was "going north," which is understood to have been up the St. Lawrence; Messrs. Frankenthal and Koerber came direct to New York together; Mr. Weisgerber went to Chicago before coming home; Messrs. Munn and Elders left for home the 15th. The group picture taken of "the veterans" created a lot of interest here, said picture including "Dean" Frankenthal, Koerber, Fraser, Tish-Tishman, Cronin, Wendel, and others, while Vosburg and Weisgerber are understood to have "horned in."

Work is going forward rapidly on the fine new store of Bedell in Los Angeles. There are some fine Bedell specialty stores, and Mr. Boustead, who is in charge of its upfitting, as well as the displays of all the stores and some merchandising features, says that the Los Angeles establishment will be the finest by far in his chain. An addition of 40 feet front in Brooklyn—90 feet front in all—will be ready in September, with a handsome front with island windows, deep and finely furnished. But the management has spread itself at Los Angeles, and this store will be opened early in the fall. It is corner Broadway and Sixth street, six stories—first floor, waists; entire second floor, millinery; third floor, gowns; fourth, suits and coats; above that, offices and workrooms. Wood fixtures only will be used in the windows. The interior fixtures will be all of walnut. The front is about 40 feet on the street, though wider on all other floors. This 40 feet width is also used for depth of 40 feet for the window, entrance, island windows, etc. Thus, there is a space 40 by 40 which is utilized to the very best advantage for display purposes. There is just one island window, located just in the center, over which a fine dome is installed, with inverted lighting scheme and concealed lights, and sun-ray effect. All French wax figures will be used, with practically no dummies. The idea is to dress the windows as a

style exhibit, and not as selling windows. The entrance will be of Travertine marble, and the backgrounds will be of caenstone, the only ones of the kind, it is understood, in Los Angeles. The Pacific Coast, and especially Los Angeles, have no use for anything cheap, and the Bedell people, realizing this, have "done themselves proud," and excelled by far anything they have heretofore done, in their new store in Southern California.

New Background for Abraham & Straus

Abraham & Straus, Brooklyn, are making some notable improvements in their windows, where it is hinted that Display Manager Rooney is installing some handsome caen stone backgrounds. A whole new front is being put in, and the marquee is being improved as well. In the boarded up main entrance, about which carpenters are working, there are four white paneled signs, one of which reads: "It is always our endeavor to give Brooklyn the best. Our new show windows now under construction will be the last word in store display." Hence Brooklyn is agog with interest. Mr. Rooney attended the Detroit convention, leaving his assistant, J. Gelston, in charge in his absence, and visiting Chicago and Pittsburgh on the return trip.

The fine gilt window backgrounds of Frederick Loeser & Co. on the Fulton street front have been entirely regilded and present a fine appearance.

Still another front improvement in the Brooklyn shopping district is with D. Price & Co., where a large, fine corner window, in a space 30 by 40, is being put in at Fulton and Bridge street, under supervision of Display Manager Peter W. Leahy, at a cost of around \$20,000. The Bridge street end runs right up to the stairs of the subway entrance. The front will be brought back to the building line, in connection with some handsome bronze pillars. Mr. Leahy has been with D. Price & Co. since they started here, some four years ago.

Mr. DeVausney Active

The great Namm addition is already several stories in the air. This house lately celebrated its 44th anniversary, and Mr. DeVausney had a contrasting showing of today, with its up-to-date saleswomen, cash register and appurtenances, compared with that of ye olden time—same with the customer, which contrast we will forbear describing, as our readers know of Mr. DeVausney's skill in bringing out these contrasts. It is interesting to note that he has furnished the display manager to succeed Mr. Vosburg at McCreery's, Pittsburgh, in the person of his assistant in the store interior, Oliver Cromwell MacLeod, who went direct from Namm's, taking another of Mr. DeVausney's staff, William Nelson, as his assistant. This is a double compli-

The KOESTER SCHOOL Is Advertised by Its Students

ALL of them are so well satisfied with the manner in which they are treated and the great benefits they receive, that they send others to the school. Every student is a living advertisement. That is the reason we have classes that grow larger every year.

We have a book of letters from a few of our students that we would like to send you. We will also gladly supply you with names of graduates in your vicinity, so that you can see or write them about the school.

All our window trimming classes are fully revised and brought up to date; there being new additions almost every week. This is impossible in any other school that does not have **Personal Instruction**.

Every pupil in every department of The Koester School has **Personal Instruction** in everything. All instruction includes actual practice and the handling of actual merchandise in real windows.

Most Up-to-Date and Most Original

It is important that you get your instruction and foundation of future work from the greatest authorities. That you get in touch with all the important influences that you will find here in Chicago and at The Koester School, the center of the window-trimming world.

Advertising for the Retail Store

is one of the most important influences used for increasing business. Very little help has ever been open to the merchant in this direction. In order to supply the demand for this help, The Koester School perfected several years ago an exclusive Retail Advertising Course, intended only for merchants, retail advertising men, store managers and clerks.

We already have more calls for advertising men than we can supply. All our graduates are placed and have been very successful in their work.



MR. CLARENCE E. DUFF, with the
Sloan-Buchan Co., East Liverpool, Ohio

The fact that Mr. Clarence E. Duff won 37 prizes for best window displays in five years is positive proof of the high character of his work. The fact that all these prizes were won after Mr. Duff graduated from The Koester School is further proof of the great value of Koester School training. You owe it to yourself to take a course at The Koester School at the very earliest opportunity.

A KOESTER SCHOOL PRIZE WINNER

Read Over This List of Prize Winnings National Display Contests

- 1914—One Prize
Merchant's Record Monthly Contest
- 1916—Three Prizes
Signs of the Times
- 1917—One Prize
Rice Leaders of the World
2nd Prize—Display Contest
Millinery Trade Review
- 1918—Bronze Medal
Merchants' Record Annual Contest
Three Prizes
Drygoodsman Display Contest
- 1919—Gold Medal—1st Prize
Merchants' Record Annual Contest
Bronze Medal
Drygoodsman's Annual Contest
Silver Loving Cup—1st Prize
(Also 3rd Prize)
Dry Goods Economist Display Contest

I. A. D. M. Contests

1915—4 PRIZES

- 1st Prize..... Background Designing
2nd Prize..... Flower Arrangement
2nd Prize..... Post Design
2nd Prize..... Toy Display

1917—7 PRIZES

- 1st Prize..... Millinery
1st Prize..... Draping
2nd Prize..... Millinery
2nd Prize..... Draping
2nd Prize..... Drugs
3rd Prize..... Millinery
2nd Prize..... Infants' Wear

1918—6 PRIZES

- 2nd Prize..... Neckwear
2nd Prize..... Hosiery
3rd Prize..... Furs
3rd Prize..... Handkerchiefs
3rd Prize..... Toys
3rd Prize..... Draping

1919—6 PRIZES

- 1st Prize..... Neckwear
2nd Prize..... Men's Hats
2nd Prize..... Post Decoration
3rd Prize..... Millinery
3rd Prize..... Float Designing
3rd Prize..... Lingerie

The Better Your Displays — The Better Your Pay

The Koester School

With Which Is Consolidated the Economist
Training School of New York

314 South Franklin Street

Chicago

Largest and Oldest School of Its Kind
LOCATED IN THE WINDOW DISPLAY CENTER OF THE WORLD



DISPLAY BY OSCAR F. RYAN FOR ANDERSON-NEWCOMB CO., HUNTINGTON, W. VA.

ment, thus, to Mr. DeVausney, who is, by the way, enjoying his bungalow at Inwood Park, near Far Rockaway, which he and a couple of friends erected with their own muscle and brains—a 10-room bungalow, for all-the-year-round living.

Just a few lines to show the extent to which artistic and imaginative features are used in windows that never were thus treated a year or two ago. The United States Tire Co. has four fine windows at Broadway and 58th street. Three windows were given over to tires, in smart displays, and the other to Keds, the new and popular rubber footwear for summer. The needs of the farmer were here portrayed, with summer porch in foreground, with farmer and wife going to their duties, wearing keds. Several stuffed chicks are picking up corn, and one with a glass eye cocked up jauntily, fixes the glance of the onlooker. Everything is exactly natural—even the bottom of a trouser leg of the farmer is awkwardly turned up. The beauty of the porch is enhanced by the flowers climbing over it, the entire window being the work of George A. Smith.

Mr. Munn had a simple yet effective corner window at Franklin Simon & Co.'s in mid-July. All round the front and side was a strip of sandy beach, with an occasional clam shell lying upon it. Then just back was the raised board walk, upon which women and children, in the new styles of summer gowns, were promenading, most of the gowns being specially appropriate for the event of the regatta,

which was illustrated in the painted scene forming the background just back of the board walk.

Henry Seidner is in charge of the window displays of the United Cigar Stores Co., with headquarters at 44 West 18th street. Sam. Silfen is his assistant, in direct charge of the windows of the Flatiron building store which, at this writing, has a remarkable display staged, in the shape of a spectacular view of New York harbor, with its Battery, buildings and piers, fine lighting effects and flash lights. From 23d street comes the fine terraced Battery, with its miniature street lamps, while across the artificial lake between was the water front of New York, with the lights twinkling at night in its buildings. Surmounting the top was an electric sign advertising the brand of cigarette, the whole scene being originated to advertise.

Charles Foote, display manager for Moe Levy & Co., clothiers, is doing some novel and original work down at the Walker street store, where he has been putting in some unusually attractive windows. It will be recalled that Moe Levy was intrusted with the work of staging the big combination clothing sale that took place in July in Madison Square Garden. Inasmuch as Moe Levy, so to speak, was competing against himself, it was no doubt up to Foote to put "all he had" in the windows.

Lawrence McArdle, display manager for Orkins, specialty dealer, 34th street, is spending the first half of August up in the Catskills, where he has his family located for the month.



CHAMPION FLOWER HOUSE of the WORLD!

We have always felt that the year-in, and year-out, patronage of some 20,000 display men was sufficient praise and proof of the superior work of Adler-Jones products.

But—when the International Association of Display Men at their recent convention saw fit to award us by an overwhelming majority the First Prize for a window-set in competition with many other artificial flowerhouses, we find it hard—to contain ourselves.

And the best thing about it all is that all Display Men realize the same skill which designed the “World’s Best Window-Set” is theirs simply for the asking through our free Service Department.

But perhaps it is because this service *has* been of such value in the past—that we number so many of them among our satisfied clientele.

The new fall copy of “The Guide to Better Window Displays” is now available—write today for your free copy.

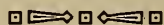
THE ADLER-JONES CO.

206 S. Wabash Avenue

CHICAGO

Pictorial Value of Window Displays

Scenic paintings and posters being utilized with great effect in attracting attention to window displays—Assist in actual selling of merchandise—Pictures make strong appeal when appropriately presented and are closely associated with merchandise on display—Theories on class and character.



By George A. Smith

THERE has been a marked development in the use of scenic paintings, posters, tapestries, etc., in the show windows, and these items are proving valuable as most efficient means of attracting attention to the window and developing interest in the merchandise on display.

It is always necessary to bear in mind that however carefully a window display is prepared, the display man may congratulate himself if it gets more than a passing glance from the passerby.

advertising, in my opinion, is to draw and hold the attention of the observer long enough to enable the display man to put his argument across. Pictures can make a strong selling appeal independently of words, as for example, when they portray the merchandise offered on sale, or depict situations in which a need for the merchandise arises, but in the majority of cases illustrations are used to attract attention, and the merchandise to clinch the selling argument.

Theories on Class and Character

Assuming that this theory is correct, the next step is to determine the class and character of pictures to be used. Since personal taste enters so largely into the determination of this problem, there are many theories on the subject. Probably it would be unsafe to draw any definite general conclusions, for different kinds of window displays clearly call for different kinds of pictorial treatment, and it is essential that the pictorial treatment should be in harmony with the type of merchandise displayed and with the character of display used.

First of all, the scenes should be in harmony with the merchandise on display and the season of the year. These are the two most essential points to keep in mind when planning your pictorial settings for window displays. Next, see that they are placed amid surroundings that are in harmony with the general scheme you have in mind. For example, if you are showing tires and accessories your pictorial pieces should suggest their uses through suitable pictures, such as are shown in the accompanying illustrations.

Color is also another very important item to consider when having paintings made up. See that it harmonizes with the season of year and general theme you have in mind.

On concluding this article, I wish to state that it is not necessary to plaster the entire back of window background proper with paintings in order to secure the desired effect. The illustrations shown herewith are excellent examples of effective



THREE-PANEL SCREEN SUGGESTION BY G. A. SMITH.

The average passerby takes in the window at a single sweep of the eye and if nothing stands out prominently enough to attract his or her notice, the chances are that the message over which so much time and labor has been spent will go unheeded. If, on the other hand, there is a striking pictorial center piece to arrest the attention there is a far better chance that the observer will pause long enough to glance over the merchandise on display.

The principal function of art in window display

Representative MODELS

From Our Select Line of Wax

Lately from The Palmenberg studios

Figures pre-eminently charming and
Distinctively Palmenberg's.

Modeled from living subjects and sculptured by real artists.

The hair, eyes, expression, lines and skin texture are almost uncanny in human likeness.



No. 6R

Possessing to a superlative degree that "wax life" which has made Palmenberg's figures famous.

Write for photos, prices and information about our full line of wax figures.

*Our Own
Interchangeable
Features*

*Permit of
Many Poses*



No. 18 R

J. R. PALMENBERG'S SONS, INC.

63-65 West 36th Street, New York

Boston Chicago Baltimore
26 Kingston St. 204 West Jackson Blvd. 108 West Baltimore St.



SHOWING THE EFFECT OF PICTORIAL BACKGROUND. DISPLAY BY G. A. SMITH, NEW YORK CITY.

decoration and may be had at a very small cost.

Illustration Number 1 presents a three-panel screen painted in bright colors and used in conjunction with a display of tires during the spring season. The second halftone illustration gives a clear idea of the value and effect of a pictorial background, supporting a display of motorcycle tires. A rural scene is depicted in which several well posed wax figures are most appropriately employed.

An attractive and appropriate setting is presented in illustration Number 3. A scenic panel is utilized in conjunction with a display of canvas and rubber soled footwear. The sides, back, and floor of the window was covered with Monks cloth. Il-



DISPLAY BY GEO. A. SMITH, NEW YORK CITY.



APPROPRIATE USE OF OVAL SCENIC PANEL.

lustration Number 4 shows an oval scenic panel mounted in frame which is painted a dull black. The scenic was executed in yellow, orange-brown, tan, black, red, gray and white. The window-back panels, sides and floor were backed up with light orange colored felt while the frame was a dull black with ornaments in antique gold.

Craftsman Products *a Tribute to Skill—*

Distinctive display fixtures, backgrounds, valances, lamps and lamp shades that represent the ultimate in artistic craftsmanship.

Paul Honore
will help you

This great artist, Director of the Fine and Industrial Arts Guild of Detroit, is intimately associated with *The Craftsman Shops* and is in charge of the department of Mural Paintings and Painted Tapestries. Many masterpieces may be secured by display men on a rental basis. The Omar Khayyam series of tapestries is nearing completion and will soon be on exhibition. There is a quiet dignity and superb richness about these tapestries that will enhance the appearance and effectiveness of the most exclusive display.

No catalogues are issued but plans and specifications are furnished to conform to your needs. Thru this organization some of the best designers in the country are at your disposal.

Prices are moderate, in fact surprisingly low, considering the quality of the products.

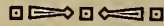
The Craftsman Shops

General Office and Factory,

113-117 Wisconsin Street
Milwaukee, Wisconsin

The Merchant's Magic Mirrors

The first of a series of articles on store and display problems by expert of national importance—Introductory with a few reflections on the retail store's greatest publicity medium—Suggestions for attractive and effective window backgrounds.



By O. Wallace Davis

I have chosen the rather fanciful headline, "The Merchant's Magic Mirrors," for a two-fold reason, namely: that as an antecedent it may conscript your attention, and that because of its splendid adaptation to the show window of today, it offers some parallels that may help put across an idea of some merit.

We have become so accustomed to the beauty and utility of mirrors, that their entrancing, resplendent beauty is seldom noted. At their advent, just prior to the 15th century, they were beheld with great admiration, as a wonder of the age, but familiarity has robbed them of much of their enchantment.

This might be equally true of the show window with their ever increasing number on every hand (or rather every street), lack of their appreciation might develop, were it not for the skill, art, and ingenuity continually being injected into them by the display man. By his craft they continue to allure,

entertain, educate and sell merchandise, as if by magic. It is entirely due to earnest workers of the profession and their untiring efforts that the standard of window displays always trends upward, and today rests on such a high plane of excellency.

Window displays are truly an American institution. Nowhere has this wonderful medium been so fully developed as here. Nowhere has the merchant so fully become aware of its wonderful possibilities. Other countries may dress windows, but Americans make Window Displays. America, without question is the Utopia of the profession.

As the glass is transformed by the silver backing, into a mirror, so the show window becomes, in truth, the "Merchant's Magic Mirrors" the financial backing he gives it (plus the skill of the display man), reflecting the personality and policy of the store to all who gaze into it, as the mirror gives varied reflections according to the angle at which it



BACKGROUND SUGGESTION BY O. WALLACE DAVIS FOR H. BATTERMAN & CO., BROOKLYN, N. Y.

"Ah, that's what I call REAL work"



That's what your friends will say when they see the masterful results which you obtained by means of

"Perfect Stroke" Brushes and Supplies

This is the favorite line of Card Writers—as well as Sign Painters—the nation over. Always uniformly high quality, always perfect balance, because the finest grade of stock is used—carefully chosen in person by Mr. Daily, the active head of our company.

Your earning capacity can be increased with the use of our Brushes and Supplies—let us show you how. Send for our Catalog just off the press—do it now.

Bert L. Daily

126-130 E. Third Street

DAYTON, OHIO

Entire Fourth Floor

QUALITY and PRICE

You will find in all of our forms a rare combination of the highest possible quality with the lowest prices on the market.

OUR QUALITY

is based upon the best of materials, accurate designing, the highest skilled workmanship, and perfect finishing. Every form we make is worthy of the finest garments.

OUR PRICES

are based upon the lowest possible production cost and the elimination of all overhead expenses such as high office rent, high priced salesmen, and other costs not connected with the actual making of our goods.

Give Us a Trial Order

Send for one or both of the forms illustrated on this page. If they are not the best values you can find anywhere return them and we will pay express both ways. You can't lose.

The dress or suit form shown at the left is the latest model and is perfectly finished in every detail. This form will display your handsomest costumes to your entire satisfaction. The base is in pure Adam style, beautifully enameled. Compare this form with any other on the market and you will appreciate the big saving we are offering you.



Adam Period waist form, No. 5 Base, each **\$15.75**

Same as shown on opposite side except made in waist form instead of for suit.

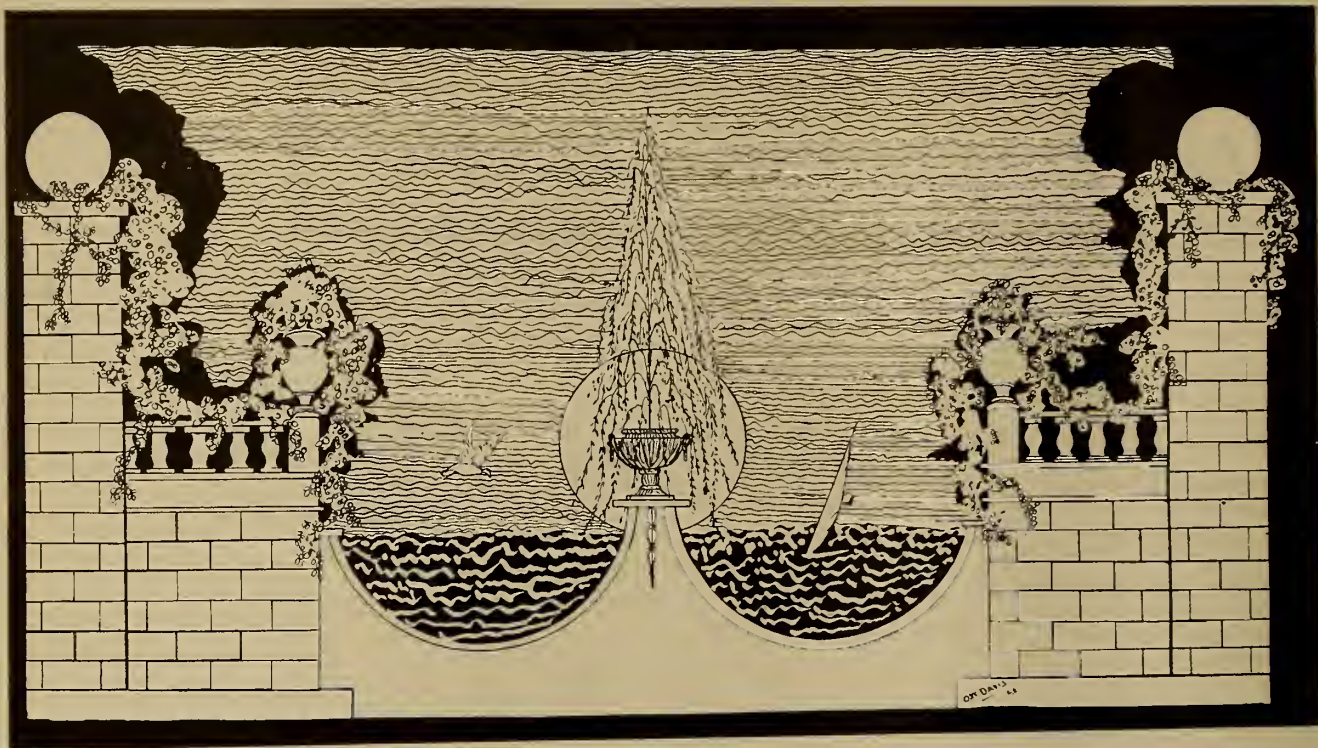
DAVID SOBEL'S SONS

Successors to Co-Operative Display Fixture Co.

143 Grand St., - - New York

Adam Period dress or suit form, Base No. 5, each..... **\$20.50**

Live Agents are making big money selling this line. If your territory is not taken, write Mr. J. Sobel today.



ANOTHER SUGGESTION FOR BACKGROUND BY O. WALLACE DAVIS, BROOKLYN, N. Y.

is placed, so must the "Merchant Magic Mirror" be handled in the proper manner to give a true representation to the store to which it belongs.

Some houses conceive peculiar ideas regarding the reflection they wish their windows to make. The house who wishes to impress the public with the stupendous stock they carry, by using heavily trimmed stocky windows, is using his window much as a small boy might a mirror, placing it at an angle that will reflect the sun rays into another's eyes. It merely dazzles, and bewilders the observer leaving no definite idea.

Other merchants will follow a program of window stunts which might arouse the envy of a side show manager, always some novel attraction, often having little bearing on real merchandising. These belong to the category of revolving mirrors—no special reflection. The action of such windows oftentimes make so much noise you can not hear what they say.

Still another type will use (so to speak), curved mirrors, some concave, some convex. These are the windows which misrepresent; they distort quality and price alike; they give wrong impressions. The wise, successful merchant must see that his magic mirrors are placed four square to the public, that they reflect only correct, true and natural impressions. They must be no more misleading than his printed ad or spoken word. If your store is a popular-price house, let your windows proclaim it. Don't try to cast high grade reflections. If your store does not warrant it "Rolls Royce" ideas in a "Flivver outfit" make an impression similar to the sign "we are lower than the lowest" might.

My thought is that all stores have a certain standard, that all window displays should be in harmony and accord with that standard, that the display man, to make himself of value to his particular house, must adapt, adjust and perform his work in keeping with that standard. If the firm he serves is in a stage of transcendency, he too must evolve in parallel to them. Many clever, ambitious display men associated with houses calling for more of the practical than the artistic, are often tempted to view their windows as commonplace and unsatisfactory. To the aesthetic mind, this is most natural, but the worth-while man can school himself to look beyond what sacrifice of art he may make and derive his reward of satisfaction from the increased sales, due to his work, which are far more apparent and direct from the practical than the artistic display.

Mirrors were first made of polished silver or baser metals. Uncle Sam found them more practical than glass for the boys in the trenches. He adopted them in preference to the more beautiful plate glass, sacrificing art and beauty for the practical. So can the display man well afford to return to first principles to gain results in keeping with the standard of his house. The most essential thing is to keep your magic mirrors at an angle that will give true reflection of your firm. Reflect credit to your ability to interpret their standard, and skill in performing the work.

The accompanying pen sketch No. 1 suggests a background for the better class stores, houses merchandising on the higher plane.

FALL DECORATIONS

*Superior Quality
Lowest Prices*

Write for Catalog

L. BAUMANN & COMPANY

Leading Importers and Manufacturers.

357-359 W. CHICAGO AVE.

CHICAGO

The Winners

First Name
E. W. Calvin
Werner & Werner,
St. Louis, Mo.

Second Name
G. E. Wheete
Vandever's,
Tulsa, Okla.

Third Name
Geo. W. Foster
Browning, King & Co.,
St. Louis, Mo.

The superiority of Esterbrook Drawing and Lettering Pens has again been emphasized during the Convention of the International Association of Display Men, held at Detroit from July 12th to 15th. Hundreds of card writers have become acquainted with the speed of these pens; have learned how much easier better results can be obtained with Esterbrooks than with any other card-writing instruments.

The Esterbrook contest held during the convention at the Esterbrook booth proved unusually popular—and an extraordinary number of interesting specimens of the card-writer's art were submitted. The first prize of \$25, given for the five best cards drawn with Esterbrooks, went to Mr. E. W. Calvin. The second prize of \$10 was given for the next-best five cards, and went to Mr. G. E. Wheete. Honorable mention is given to D. D. Dickinson, of Schueneman & Evans, St. Paul, Minn., and the \$25 special award for the best card drawn at the Convention Booth itself was won by Mr. Geo. W. Foster. Honorable mention is given to Mr. A. A. Hansen, of Clayton's, Detroit, Mich.

A sample box of a dozen assorted Esterbrook Drawing and Lettering Pens (round and square points) will be sent anywhere for \$1.

The Esterbrook Pen Manufacturing Co.

90-100 Delaware Ave.
Camden, N. J.



PRIZE DISPLAY BY L. F. DITTMAR FOR RIKE-KUMLER COMPANY, DAYTON, OHIO.

Where the quality of the merchandise would be of sufficient high standard to be shown in an exclusive manner, this setting would enhance its beauty, emphasize its character and individuality, and create an atmosphere proper for the presentation of high grade ready-to-wear. This same setting would be of little worth to the popular price store depending on their window to create immediate demand for a special price garment, where it would be desirable to show several models in various colors. For such a house, something more simple and plain would be practical.

Sketch No. 2 is an ideal setting for bathing suits,

sporting or vacation goods. There is that "out of doors," "call of nature" atmosphere to it, which is so essential to all such merchandise. It instinctively arouses an interest and puts the mind of the observer in harmony with the merchandise shown. Few persons passing your store are proof against a persuasive influence. Settings like this create an influence which attracts, interests, and must ultimately lead to the sale.

Science says: "No vibration ever ceases but its influence goes on forever." So whatever attractive vibratory power you put into your windows creates an influence not merely for today, but for the future.



DISPLAY BY J. L. CAMERON FOR HARRIS-EMERY CO., DES MOINES, IOWA.

A Great Selling Factor

Artistic Window Valances of Unusual Character

We have made a close study of the requirements of every character and size of business—let us figure with you. We offer you originality, quality and right prices.

"A New Creation"

Our silk plush pillows and rugs were used extensively in all competitive demonstrations of shoes, hosiery, underwear, clothing, etc., at the I. A. D. M. convention in Detroit. We give the best of service—Send now for our circulars.

Karl L. B. Roth, Mfr. and Designer, Findlay, Ohio



Busy Display Men and card writers tell us that our **Ready-to-Letter Cards** are wonderful time savers. Better write for descriptive booklet, now,

THE LACKNER COMPANY
108-110 W. Fifth Street
Cincinnati, O.

BETTER DISPLAY FIXTURES

MANUFACTURED BY
D. W. WOODRUFF AND COMPANY



*Perfect
Equipment
Perfect
Service*

Send for Folder
860 Howard St.,
San Francisco, Cal.



When Making Changes In Your
Store Front, Do Not Overlook

**The Most Important
Improvement—Your
Show Window Lighting**



*No other change, no matter what the cost,
will so improve your windows*

A one-piece glass silver plated reflector of special design is now the recognized standard for window lighting. Compared to trough reflector or any other system, double the light will be obtained, using the same lamps. Not only twice the light at the same cost, but a better quality, making the window attractive and the goods displayed desirable.

Of Reflectors of This Kind,

"PITTSBURGH" REFLECTORS are

Insist on "Pittsburgh"
from your electrical
contractor.

The utmost in efficiency.
Unequalled for durability.
Most economically installed.
Lowest in price.

Write for catalog.
Submit sketch of window
for free lighting plans.

PITTSBURGH REFLECTOR AND ILLUMINATING CO.

Chicago Office,
565 W. Washington St.

PITTSBURGH, PA.

San Francisco Office,
75 New Montgomery St.

Movements of Display Men

JOE BEAUCHAMP has been selected to direct the window and store interior decorating departments of the Boston Store, Phoenix, Arizona.

R. E. HUGHES, formerly display manager of the Boston Store, Phoenix, Arizona, is now employed in a similar capacity with the Fair Store, Bisbee, Arizona.

GUY GUNKLE has resigned as display manager for the Goldthait Store, Marion, Indiana, and will accept a similar post with the Strands Dry Goods Company, Marion.

A. F. GERARD, formerly with Sol Nockman and A. Meyers Brothers Stores, Newport News, Va., is now display manager for The Rose Company, Wheeling, W. Va.

HENRY KAHN, formerly display manager for the People's Store, Rock Island, Ill., is now with Nieman's Cloak and Suit Company, New Castle, Pa., in charge of window and store decorations.

D. E. RODDY has succeeded Mr. Beaver as display manager for the Hub, State Street, Chicago. Mr. Beaver is now display and merchandise manager for Anderson Bros., Chicago.

A. F. SMITH, formerly with Pegues-Wright Co., Hutchinson, Kas., but more recently of Davenport, Ia., has been named display manager for the Lyon Clothing Company, San Diego, California.

JOHN D. LYNCH is now in charge of the display department for Poser's Economy Store, Huntingdon, Pa., has resigned to assume charge of the window and store decorations for Hazlett Bros., Huntingdon.

BENJAMIN GROBAN is now directing the display department for the Fashion and Irwin's Stores, Dayton, Ohio. He was formerly with Elder & Johnston Company, same city.

JACK DARLING, recently with Thalheimer's, Richmond, Va., and later display manager for the New York Waist Shop, Washington, D. C., is now directing the decorating department for Lansburgh & Brother, Washington, D. C.

E. J. BERG, display manager for Burgess-Nash Company, Omaha, Nebraska, and ex-president of the I. A. D. M., made an extensive buying trip through the East following the Detroit convention, where he was an important figure.

KARL M. AMDAHL, display manager for the Palace Store, Spokane, Wash., visited Chicago, Milwaukee, Minneapolis, St. Paul and Omaha following the Detroit convention. Mr. Amdahl is the newly elected 2nd vice-president of the I. A. D. M.

O. E. WHEETE, display manager for Halliburton-Abbott, Tulsa, Okla., visited New York, Chicago and St. Louis following the I. A. D. M. convention at Detroit.

THEO. SCHWARTZ, display manager for Dinett Nashbour & Company, Joliet, Ill., was in Chicago recently placing orders for his Fall opening needs.

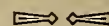
A. F. GERARD, formerly with Sol Nockman and A. Meyers Brothers Stores, Newport News, is now directing the display department of The Rose Company, Wheeling, W. Va.

EMIL POMBO, formerly a member of the display staff of R. H. Macey & Company, New York, is now in charge of displays for Forman & Company, specialty house of Rochester, N. Y.

G. STANLEY ROBINSON, for many years employed with Walter E. Bedell, Buffalo, N. Y., in the capacity of display manager, is now affiliated with Oppenheim, Collins & Company, Buffalo.

MORTON A. WILDER, for eight years display manager for Benoit's, Portland, Maine, has accepted a similar post with the Low-King Company, Lewiston, Maine.

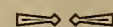
E. JACKSON, formerly of the staff of Herman Frankenthal display manager for B. Altman & Co., New York City, is now assisting in the decorating department of W. A. Wieboldt & Co., Chicago, where Mr. Oehler has charge of display work.



HOW easy it is to buy in some stores. You go in for one thing and come out with several. How does it happen? Well, there is something more to that sort of salesmanship than bargains. Let's call it the "psychology of environment." The store that makes you feel happy while you spend; has its goods pleasingly displayed, decorates a little in accord with the various seasons of the year, and very probably has all merchandise plainly priced.



LET not your price be too low, for a price bearing no profit to you is charity and no self-respecting person wanteth charity at your hands.



IS your store window out in front making a selling talk to each passerby? Or is it so shabby that it looks more like a beggar than a salesman?

By way of variety, wouldn't it be a fine idea to give the buyer some real information about the goods you are trying to sell him? Of course it is possible and very probable that you don't know anything about the merchandise you are offering. Such being the case you are missing all the fun of business and should at once set aside a definite part of your time to learning the "human interest" stories back of your goods. And you will one day wake up and find that some of your information is leaking out into your advertising and Actually Paying Cash Dividends.

\$100,000.00 WASTED

Last year by display men on ruined shirts and laundry costs. *How much did it cost you?*

The use of shirts on clothing display forms is no longer necessary; the HATCH METAL NECKBAND and a small piece of material, 12x18, gives you the same effect in less time at a saving that can hardly be estimated.

\$12
per
doz.



\$135
per
grs.

The selling appeal of many a well displayed suit is lost when shown over a faded, soiled or cheap appearing shirt; use the best materials in small pieces, at a cost of a few cents.

Neckband Adjustable to All Size Collars and Forms

Hatch Metal Neckband Co.

Detroit, Mich.

275 Jefferson Ave., East

Single band sent as sample if desired.

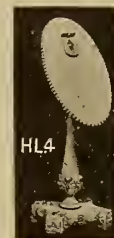


Our line of forms for the coming season are modeled to conform to the prevailing mode of the garments—the enameling is absolutely smooth egg shell finish. The metal standards are supported by our beautiful high bases—noteworthy for heavy iron weight inside of the shell covering.

**Also Beautiful "Period" Wood Mountings
Furnished**



Ask for Catalog E.



For a full line of Period Wood Fixtures for all lines, and embracing some exclusive and new designs ask for our Catalog "L."

Catalog "E" shows the line of metal fixtures, Racks, Hangers, etc.



Window Valances, a large stock on hand for immediate delivery. **Send for samples.**

Window Bugs: Our beautiful line of exclusive designs, made of silk Velour (also cloister cloth), come in 18 colors and over 400 designs in art Borders.

Ask for leaflet showing actual colors; also swatches of materials.

Decorating Plushes, ask for samples.

Visit Our Chicago or New York Show Rooms

THE HECHT FIXTURE CO.

Medinah Bldg., Chicago
Wells St. & Jackson Blvd.

NEW YORK SHOW ROOM:
65-67 East 12th
Bet. Broadway and 4th Ave.

PATTERNS NEW & DISTINCTIVE ~

The background of this ad shows a highly attractive fabric of Chinese design in striking combinations of colors and tones. Body tones in choice of Chinese Blue, Chinese Yellow, Old Rose, Mauve, Black or Gray. 36 in. wide.

Sold Only in Full Pieces

This is but one of our many art fabrics suitable for window decorations.

**For your window valances
specify Cloister Cloth**

an ideal material, handsome in appearance,
reasonable in price.

ELMS & SELLON

906 Broadway, New York

309 W. Adams Street,
Chicago

2 N. 11th Street,
Philadelphia

52 Chauncey Street,
Boston

742 Market Street,
San Francisco

For Our Advertisers

Craftsman Decorations

Display men will naturally be interested in the announcement of The Craftsman Shops of Milwaukee, a new organization entering the field of window and store decoration. This is a body of trained artists of exceptional ability who are also fully conversant with the requirements of window decoration. It is their purpose to furnish window settings of the highest artistic merit but which conform fully to merchandising necessities. It is planned to produce displays of the highest possible standard at moderate prices.

The organization of master craftsmen is well qualified to design and supervise the building or installation of show windows, backgrounds, fixtures, interior decorations and everything connected with the beautifying of the modern store. At their disposal is an immense amount of high class decorative material which is to be handled on a rental basis thus reducing the cost of temporary decorations to the minimum.

No catalog is to be issued at this time but sketches and elaborate information will be supplied to any who may be interested. The address is The Craftsman Shops, 113-117 Wisconsin St., Milwaukee, Wis.

New Plastic Ornaments

A new and decidedly attractive line of vases, urns and other plastic ornaments has just been introduced by the Hecht Fixture Co., Medinah Building, Chicago. This artistic product is called Pulpoline and has several decided advantages over the plaster and papier mache ornaments now used.

Pulpoline is much lighter and stronger than plaster and is far smoother and more durable than papier mache. This new product is made in vases of all sizes which can be supplied in plain finishes or hand painted. The vases with ordinary handling will last indefinitely and may be repainted in different designs whenever that may be desired. One of the vases shown is in an exquisite Wedgwood design in cameo effect in relief.

Another feature that will interest the display man is a new decorative pile fabric just being placed on the market by Hecht & Co. This is called Panoply and is a wonderfully soft fabric which comes in a wide range of colors. The texture presents a wonderful gloss or sheen that makes it exceedingly rich and effective when used in the window. Panoply is 50 inches wide and the ranges of colors will meet any requirement.

Hecht & Co. have also added a line of artificial flowers to complete their big line of window display equipment and supplies.

New Designs in Flowers

E. Ballerini, of the Mutual Flower Co., 82 West Third St., New York is now in Europe on an extended tour in search of novelties and improved ideas in floral decorations for the American market. Mr. Ballerini is a veteran in the artificial flower trade having been actually connected with this business for more than sixty years.

While in Europe Mr. Ballerini will visit all of the leading centers of the artificial flower industry with which he is intimately familiar. In Paris, he has arranged to secure designs and samples from some of the most celebrated artists in this line. He will also visit other European capitals for the same purpose. Already many new samples have been received at the factory of the Mutual Flower Co.

and a number of entirely new decorative features are in course of preparation for the holidays and next spring.

The Mutual Flower Co., while one of the oldest houses in this line, has only been selling to the user direct for the past two years. Prior to that time the factory output was distributed through jobbers. By selling direct a big saving is made to the user. At the I. A. D. M. convention in Detroit a big display was made by this company and very satisfactory orders were billed owing to the high quality of the goods shown and the lowness of their price.

Championship Class

The Adler-Jones Company of Chicago is the recipient of congratulations from their many friends among the display men throughout the country, over the success they made at the recent convention of the International Display Men's Association at Detroit.

They were awarded the "First Prize" given by that association for the best window unit, in competition with the many other flower houses of the country—and took the silver medal with flying colors, getting 350 votes, their nearest competitor receiving 40.



THE ADLER-JONES CHAMPIONSHIP SCREEN

The prize winning window unit was the silver and royal blue, and was made up of a three panel wing screen and silver and royal blue silk plush with panels of silver net. The foliage drapes were of garlands of silver cloth foliage. The vase used was their standard No. 879 A, Imperial Vase in silver blue to harmonize with the background and was filled with deep blue silver cloth poppies in two stock sizes. A single bluebird on the foliage stem placed in the vase left a touch of harmony with the bluebirds on the screen. The drape of royal blue plush was draped from the vase to the floor of silver bronze floor blocks. These blocks were air brushed on the corners in blue to carry out the color motive.

The cost of screen complete without bluebirds was \$125. The bluebirds used were of stock form and would sell for \$21 per dozen. The Imperial Vase was sold by Adler-Jones for \$16.50.

Nine poppies were used, three of the large size, Convention Special, No. 18, would sell at \$17 per dozen, and six of the smaller size, Convention Special, No. 19, would sell at \$50 per dozen. One bluebird on foliage stem was used and would sell at \$33 per dozen.

When you want the best

USE
DEVOE SHOW CARD COLORS



Quality
unexcelled
Made in
24 colors.

Send for
descriptive
folder and
Color-
Card.

For satis-
factory
work use

Devoe Show Card Brushes made in all styles and sizes, with
nicked and copper ferrules.

Illustrated circulars for the asking

DEVOE & RAYNOLDS CO., INC.

New York
Buffalo

Chicago
Denver

Kansas City
Minneapolis

New Orleans
Cincinnati

**Have You Received
Your Copy?**



If you are interested in real art window furniture
of the highest class, you will find this book the
most complete ever published on this subject.

Our fixtures are thoroughly practical; they are
designed in exceptional taste and built to give
real service.

Send for this catalog now if you have not received one.

DECORATIVE FIXTURE CO.

1600 S. Jefferson St.

CHICAGO

Use Feldman's

Humanized Wax Figures

In Your Fall Displays



Feldman's Wax Figures will give class and
distinction to any merchandise that you
show with them. They have a charm and
grace that catches the attention and turns
the passerby into a customer.

You will find that any garment looks better
on a Feldman Figure.

Send for Our Catalog

Our latest catalog shows our complete line
of Humanized Wax Figures and display fix-
tures of every description. If you haven't
received a copy, send for it at once. You
will find it a big money saver when you are
ready to select your fixtures for fall.

We also manufacture valances, artificial
flowers and original novelties.

Feldman Fixture Co.

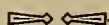
22-26 W. 30th St.

New York

Walter Nelson with N. P. P. Co.

Walter Nelson, formerly display manager for the Dayton Dry Goods Co. of Minneapolis, Minn., has resigned that position to become connected with the Natural Plant Preservers Co. of New York. Mr. Nelson will act as salesman covering the northwest and as far south as Oklahoma. He has a thorough knowledge of all phases of window display and decoration and has a wide acquaintance among display men. His long experience in big, high class stores should make him especially valuable both to his firm and to the display men to whom he sells.

Mr. Martin Mittelmark of this firm is now in Europe securing novelties for the holiday season. He writes that he will be able to offer some remarkable attractions in the near future.



Detroit Branch for Onli-Wa

J. H. De Weese, President of the Onli-Wa Fixture Co., Dayton, Ohio, announces that his firm is now represented in Detroit by the Benning Decorative Co., 304 Park Building, 76-82 Washington Blvd, Detroit, Mich. Here will be shown the full wood line manufactured by the Onli-Wa Fixture Co.



Highlights of the Convention

The International Association of Display Men produced a successful convention in Detroit in the Arcadia Auditorium, from the 12th to the 15th of July.

The display men came to the convention chiefly for new ideas, and these were presented both by the manufacturers present, in the shape of articles displayed in the various booths, and also in lectures and trimming demonstrations.

The show resembled a large flower show, there were so many flower houses represented, and each one put on a magnificent display. Some natural flowers, branches, etc., which had been cured and painted, were demonstrated. They were considered especially attractive for fall display.

The Curtis-Leger Fixture Company presented a new idea of electric flowers, the flowers being made up in artistic baskets, with the petals folded around miniature colored electric bulbs. The baskets when illuminated produced a very artistic and startling effect.

Among the new ideas in fixtures and store equipment that were shown, was a new attachment for X-Ray Reflectors, which was demonstrated by the General Electric Company and the Curtis-Leger Fixture Company. This was an advance showing of an attachment which will be on the market some time next October, to produce scenic color lighting effects in display windows. The color effect was produced by attaching a neat metal holder on the lower opening of the reflector, into which is inserted a gelatin screen of the color required.

It seemed to be the consensus of opinion of the display men present that the next few years would show rapid strides in the same kind of color lighting effects in show windows as are now seen on the stage. For example, Christmas trims can be fitted up with windows showing a bright red tint on all articles displayed, the adjoining window showing a green tint on articles displayed, which will give a Christmaslike touch to the display.

Among other new ideas which these display men liked, is a new fabric known as a French floor covering and window drape. This fabric has a soft lustre, making it very appropriate for a floor covering. It was predicted by some of the display men present, that this new fabric, shown by the Curtis-Leger Furniture Company, would in the near future take the place of velour mats and rugs for show windows. The same Company also showed new draping effects as produced by mohair fabrics. The new pretty color, as well as the new burnt orange color, was received with a great deal of satisfaction by the display men, as they realize the non-fading and washable values of this fabric, as well as the fact that this fabric also maintains its original lustre and sheds the dust.

Several TruDaLight units were shown for color



PRIZE DISPLAY BY HUGH L. GORDON McVICAR, HOWARD & MILLHAUBT, WICHITA, KANSAS



Modern Ideas for Your Fall Displays

Our new autumn circular shows a great variety of new designs that we have prepared for your fall show windows and you will find these decorations exceedingly satisfactory in every detail of material, design and workmanship.

It will pay you to examine our circular carefully and compare our designs and prices with those of other dealers before choosing your fall decorations. We believe we can meet your most exacting requirements as to beauty of design, prompt service and satisfactory price.

If you have not received our circular, send for it today—it will interest you.

Modern Artificial Flower Co.

840 W. North Ave.,
CHICAGO



An attractive window is a valuable asset. Our Fixtures make windows attractive. Send for our FREE Catalogue of Fixtures and Suggestions how to use them.

Artistic Wood Turning Works

Formerly Polay Fixture Service
515 N. Halsted St., Chicago, Ill.

FIXTURES WITH A NATIONAL REPUTATION

Plastic Composition

WINDOW DECORATIONS

*are
Wonderfully
Effective*

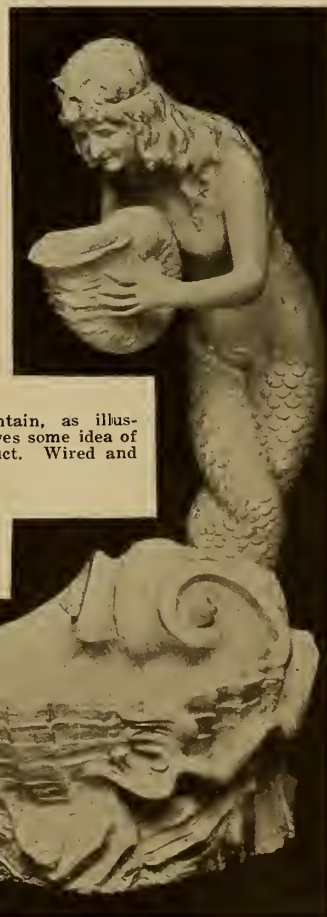
They come in a very large assortment of decorations such as pedestals, columns, urns, vases, flower boxes, busts, full figures, etc.

Water Fountain This fountain, as illustrated, gives some idea of the attractive nature of our product. Wired and equipped with motor and pump, which pumps water to the upper shell and flows to the lower shell. Water basin lined with metal. Comes in two sizes, 6 ft high, base 3 ft. x 4 ft., or 4 ft. 9 in. high, with slightly smaller base.

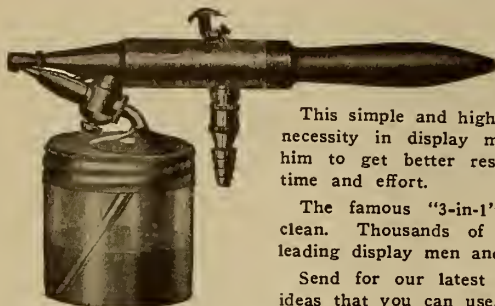
*Write
for our
interesting
Illustrated
Catalogue*

**Chicago
Statuary
Mfg. Co.,**

Corner
Milwaukee
Avenue and
Des Plaines
Street,
CHICAGO



You can do better work with a PAASCHE



Every displayman needs a PAASCHE Model "D" Air Brush

This simple and highly efficient tool is a practical necessity in display man's equipment. It enables him to get better results at a greater saving of time and effort.

The famous "3-in-1" is easy to use and keep clean. Thousands of them are in daily use by leading display men and showcard writers.

Send for our latest catalog—it is full of clever ideas that you can use.

Paasche Air Brush Co.

1229 Washington Blvd.
CHICAGO



Beautiful effects are easy with a PAASCHE

matching devices, both for haberdasher stores, counter use and for rug dealers. The latter, including O. W. Richardson of Chicago, are using color matching devices to demonstrate the actual colors which their rugs will have in the daytime.

The display men welcomed Curtis-Leger's new wax finish, which was demonstrated as being composed of a composition of wax and other ingredients, giving it a washable finish. This will mean a great deal in the future to display men, as, rather than having the faces of their figures retouched every so often, all that will be necessary is washing them off with ivory soap and water. The high melting point and fact that this new composition does not hold the heat, means that many windows which in the past have been too hot, may now display wax without fear of its melting. Mr. Fred Hoffman of Chicago was one of the leading wax men present at the show.

There was a larger line of show window valances shown at this convention than there ever has been in the past. Curtis-Leger displayed some thirty-five new patterns of continuous design valances, made up specially for this fall, as well as many new patterns of special valances. There were other striking effects in valances shown by various companies.

The display of wood fixtures far overshadowed that of metal fixtures. Attractive Louis the 16th period wood fixtures were shown.

Free Employment Service

THE following lists are published with a view of offering a new *Employment Service* to merchants and display men, and who are requested to avail themselves of the benefits of this service which is to be maintained by MERCHANTS RECORD AND SHOW WINDOW in collaboration with the *International Association of Display Men*.

This service is absolutely without charge to the merchant or display man and is inaugurated solely for the purpose of being of assistance to merchants in listing their needs in display work, and to obtain communication with capable and reliable display men. To the display man desiring a position, or for one seeking a change, it offers a means of placing his qualifications before a great field of merchants.

POSITIONS OPEN

—Wanted—First-class display man and cardwriter by a progressive clothing store. This position offers unlimited advancement to the right man. Address F-90.

—We are in immediate need of a window decorator and cardwriter. Unusual opportunity for a young energetic worker. Salary \$50.00 per week. Address F-91.

—Wanted—Competent display man and cardwriter for a large department store in Iowa. We desire a man who has had experience on floor to assist in department. Address F-92.

—Wanted—Expert display man and cardwriter for position in men's clothing and furnishing store. Give reference and full detail in first letter. Address F-93.

DISPLAY MEN DESIRING CHANGE OF POSITIONS

—Display man and cardwriter with six years experience will locate with progressive store. Prefers eastern part of Pennsylvania. Can furnish best of references. Address Box D-202.

—Display man and cardwriter wants position with a high-class progressive store. Am young and full of "Pep." Have had ten years experience. Best of reference. Address Box D-203.

—High-class window trimmer and cardwriter desires change. Seven years experience in department store. Salary to start \$200.00 per month. Address Box D-204.

—Competent display man and cardwriter open for new position. Five years experience in general store. Can furnish the best of references. Address Box D-205.

—Expert display man and cardwriter with six years' experience desires change. My windows have taken a number of prizes. Can furnish the best of references. Salary to start \$55.00. Address Box D-200.

—Display man with several years' experience in Ladies-Ready-to-Wear store is open for new position. Can furnish the best of references. Prefers middle west or city in Ohio of 30,000. Salary to start \$45.00. Address Box D-201.

—Assistant to expert display manager desires change. Three years experience. Would prefer a position as first assistant or display manager. Salary to start \$35.00. Address Box D-206.

—Young lady display artist and cardwriter seeks position with first-class store. Many years experience. Can furnish good references. Address Box D-207.

—Expert display man and cardwriter desires change. Extensive experience in general display work. Prefers Ladies-Ready-to-Wear or Department Store. Address Box D-209.



Don't Waste Time

THE new season is almost on us.
Are you ready with the right
forms, fixtures and wax figures to cash
in on it?

Established 1888

1146 Broadway
at 27th St.



Phone
Madison Square
1490

It Was a Walkaway at Detroit

for WK show card colors and
"everything" for the card-
writer.

*A post card will
bring our catalog.
You need it!*

Wallbrunn, Kling & Co.
327-329 S. Clark St., Chicago

Kawneer SOLID COPPER STORE FRONTS

Pay Big Dividends
In Increased Sales

THE attractive display of mer-
chandise which KAWNEER
Store Fronts make possible in-
creased sales. The results are definite and tangible. The cash register tells the story.

A handsome, modern KAWNEER FRONT makes your store look its part
as the establishment of a progressive merchant. Buyers like to deal with suc-
cessful stores. Your sales force will take on new pride and enthusiasm,
they will sell more goods. These are proven facts---the experience of
more than 100,000 KAWNEER users, who have increased their
sales by means of these scientifically designed store fronts. You
can do the same. Learn how. Simply pin the coupon to
your letterhead.

THE
Kawneer
COMPANY
NILES MICHIGAN



THE
KAWNEER
COMPANY
2102 Front Street
Niles, Michigan

Please send me "Book
of Designs."

Name

Street

Town State

Thank You!
I. A. D. M.

for your interest in our exhibit. We were glad to have had the opportunity to meet you again and trust that we may have the opportunity to serve you in the near future. We are preparing a series of photographs of our new line of

BACK GROUNDS

Write us, we will be pleased to mail you these photographs.....and don't forget our

VALANCES

The L. A. Kichler Co.

717 Lakeside Ave., N. W.

Cleveland



44164 Chrysanthemum Basket. 27 in. x 22 in., filled with Chrysanthemums, autumn foliage, with ribbon to match, each \$3.95.

Our catalogue No. 44 illustrated in colors, free for the asking

Frank Netschert

61 Barclay St.,

New York, N. Y.

**Fit Your Windows with
ONLI—WA
Display Fixtures
That Attract
Attention.**

**Colonial Period
Styles for all
Kinds of Goods**



Send for our latest catalog No. 6 showing our complete line of High Grade Wooden Display Fixtures.

THE ONLI-WA FIXTURE CO.

Dayton, Ohio

Originators of Practical Display Fixtures

**D I E T Z
D I S T I N C T I V E
D E C O R A T I O N S**

You will always find Dietz Decorations to be distinguished by a characteristic beauty and charm that places them in the highest class.

These decorations are designed for the display man who appreciates true artistic merit. They are made by skilled workers from the best materials and the coloring is as nearly perfect as it is possible to reproduce nature.

Use Dietz Decorations in your autumn windows and you will be assured of 100% satisfaction.

Write us now

E. C. DIETZ

219 E. 34th Street, New York

Learn the Sign-Show Card Business

You can't turn out the best of work with poor brushes and supplies. With originality and good work in demand you are losing money in using any but the best of tools and materials.



Get Strong's Supply Catalog Now

Strong's Supply Catalog lists only such things as have proven satisfactory. We do the "trying-out"—not you. Because we buy in large quantities we are able to demand best quality at lowest possible prices. For twenty years we have been passing this advantage on to our customers.

BRUSHES

Wherever brushes are used our BLUE HANDLE BRAND and their in-built quality is known. These brushes make good because they are made good. Each individual brush is built with the greatest care. The hair is gathered, trimmed and set so perfectly that the possibility of splitting or falling out is eliminated. The BLUE HANDLE BRAND includes brushes of every size and shape for the sign or card writer's every purpose. Remember a workman is as good as his tools. Be sure your brushes are BLUE HANDLE BRAND. Every brush carries our money-back guarantee.

SUPPLIES

You can't get good results with poor or lifeless colors. You can't save time and thereby money without up-to-the-minute equipment. From Thumb-Tacks to Air Brush Outfits, from Colors to Complete Card Writers' Outfits, our supplies are up-to-the-minute in design and top-notch in quality. Buying in quantity from the manufacturers, we offer you the benefit of low prices on quality supplies. Get our catalog of BLUE HANDLE BRAND Brushes and Supplies and judge this for yourself. Quit experimenting; buy colors and supplies of proven quality.

Send for Strong's Supply Catalog today, while you think of it.

Detroit School of Lettering
1808 D.S.L. Bldg. Detroit, Mich.



THE Display Man who is

particular about style and class in decorations,

but cannot afford to pay exorbitant prices, will be especially pleased with our fall line. Our quality is unsurpassed and our prices are the lowest.

Our experience of nearly seventy years in designing and making flowers has taught us the value of careful attention to the seemingly small details that are generally overlooked by most manufacturers. Our latest catalog will be mailed you for the asking.

Mutual Flower Co.

82 West Third Street, NEW YORK
DISPLAY ROOM: 1142 BROADWAY.

These Outfits are a Great Investment

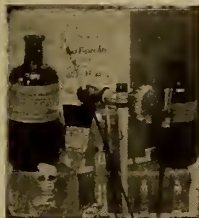
These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE

With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

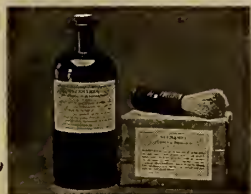


USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
No. 2 outfit will clean and refinish 200 forms. \$2.50
No. 3 outfit will clean and refinish 300 forms. \$3.50
No. 4 outfit will clean and refinish 500 forms. \$5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price.....1.75
32 ounces net weight. Price.....2.50
48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not effect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets, \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.
335 Crescent Street, Harrisburg, Pa.



Are You Progressive?

The practical merchant of today knows the value of good advertising.

Your window is the most important medium through which you can increase your sales.

Do You Display Your Merchandise to Advantage?

We have everything for a perfect window display.

Send for catalogues

DOTY & SCRIMGEOUR
SALES CO., INC.

30 Reade Street
New York

Here's the proper ready-to-fit eyelashes for wax figures. The same as we supply to leading manufacturers of wax figures both in United States and Canada.



Eyelashes made of the finest French stock. Correctly shaped. Full directions included enable any person to fit them in place.

Price per set (of four lashes), 50c; six sets, \$2.50; 12 sets, \$4.50.

LIQUID IVORY CEMENT The Most Powerful Cement Known

Mends joints solid as welded iron. Dries hard over night. For broken wax fingers, broken dolls or anything where it is necessary for permanent joining.

Fully Guaranteed

2 Ounce Bottle, \$0.50

4 " " .75

6 " " 1.00

8 " " 1.50

16 " " 2.00

32 " " 3.00

Full directions how to use with each bottle.

HARRISBURG WAX FIGURE RENOVATING CO.
335 Crescent Street Harrisburg, Penna., U. S. A.



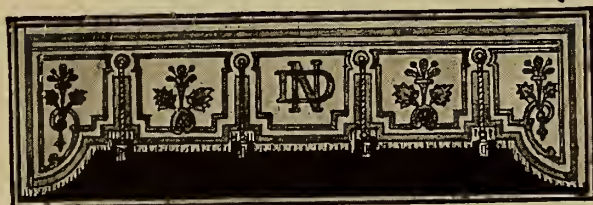
Air Brush Blanks at Before-War Prices

Display Cards and Price Tickets

Agents send for our new stock list of 11x14 Stock Cards, 150% profit, 2,000 designs, more than 200 wordings.

Send for Catalog No. 72

APEX SHOW CARD SERVICE
224 Cass Ave. Detroit, Mich.



Improve your WINDOWS with Nadeco Maid VALANCES

*Large Variety of Stock Patterns
or Special Designs Made for You*

Write for handsome Catalog and name of Local Dealer

NATIONAL DECORATIVE CO.

510 Federal St.,

Camden, N. J.

More Talks by the Old Storekeeper

256 PAGES
4 1/2 x 7 in.

New Book by Frank Farrington

These new talks are better than the first set and more valuable to the merchant. This book is worth a hundred dollars to any merchant who is looking for ways to develop his business.

SYNOPSIS OF CONTENTS

Those Mail Order Houses

Something About Clerks

How Retail Advertising Pays

The Clothes You Wear

Handling the Money

Special Newspaper Advertising

Delivering the Goods

The Dealer's Best Help

The Travelling Man

A New Competitor Opens

A Customer's Point of View

How to Have Good Clerks

Getting the Business Back

Using the Windows

Developing the High Class Trade

Self-Selling Goods

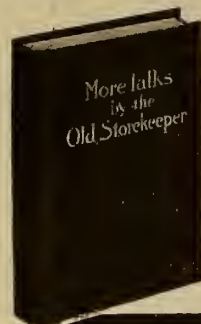
21 Full Page Illustrations. Bound in Cloth

Price, postpaid only \$1.00. Your money back if you want it.

MERCHANTS RECORD & SHOW WINDOW

431 So. Dearborn St.

CHICAGO



FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST.
CHICAGO, ILL.

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

WANTED—Salesmen for new window display fixture, no competition, good proposition for part time or side line, see our ad on page 77. Hatch Metal Neckhand Co., 275 Jefferson Ave., East, Detroit, Mich.

WANTED—Window trimmer and card writer. Fine opportunity for ambitious young man. 215 feet window display. Fine modern store. Man must be thoroughly capable. Must have the best of reference as to honesty, character and reputation. Salary \$110 per calendar month. Bonus after six months service. Merchandise own use 15% discount. Furnish reference with first letter. Yellowstone Mercantile Co., Sidney, Montana.

DISPLAY MANAGERS—Glass Fruit. Something new. Like the real Fruit. Grapes, Peaches, Apples, Crabapples, Apricots, Plums, Cherries, any color, \$5.00 for fine line of samples. Baskets, Dining room Fruit Frames, Plaques, Electric Fruit Baskets, made to order. Fine for decoration. Agents make big money. A. W. Ayers Glass Fruit Works, Box 1324, Wichita Falls, Texas.

WANTED—Wide awake display man, capable of producing effective high-class men's wear displays for a store catering to the best trade in town of 60,000. Excellent opportunity for a man willing to stick and grow with a growing concern. Address Box 377, care MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago, Ill.

HELP WANTED—Progressive dry goods and women's apparel store, town 10,000, wants live-wire window trimmer and card writer, preferably with knowledge of advertising. Beautiful fifty-foot arcade front. Must have ability, initiative and not afraid of work. Send window photos and card samples with application. State salary, references and experience. H. D. Butterfield Co., Mitchell, So. Dak.

FOR SALE—Two Dapple Grey (Toledo) Display Horses, 15-3 hands high. \$75.00 for the pair. Display Department, Forbes & Wallace, Springfield, Mass.

MR. WINDOW TRIMMER—We can furnish you with a service of up-to-date ideas of New York's best window displays. Original photographs 8x10 inches, of every line of merchandise, direct to you at 50 cents each. Ask about our weekly service. Central Photo Studios, 25 West 42nd Street, New York, N. Y.

HELP WANTED—Window Dresser and Card Writer—good opening for an experienced man who can furnish good references as to ability and character. Applications will be treated confidentially. D. B. Loveman Co., Chattanooga, Tenn.

FOR SALE

Three beautiful hand-painted designs for window panels or screens. Exquisitely colored. The original work of one of Japan's foremost artists. Size 15"x34". Designs have not previously been utilized. Price \$15.00 for set. Rare opportunity for high-grade suggestions. Address Editor, MERCHANTS RECORD AND SHOW WINDOW.

GIMBEL BROTHERS

New York

Require a quantity of

Hand (Key) wound motors

For display work, to

Run about 10 hours

ADDRESS REPLY

DECORATING DEPARTMENT

High Class Paintings and Backgrounds for Sale

One bird painting, size 8 ft. by 11 ft., for \$20.00.
One butterfly painting, size 8 ft. by 10 ft., for \$25.00.

2 large circles on beaver board, each 7 ft. 3 inches in diameter, striped in gold and lavender, supported on each end easel fashion, each \$20.00.

4 fancy screens 6½ ft. high by 2 ft. wide with fancy design in half circle top, each self supporting, price one \$9.00, four \$30.00.

A 29 ft. by 8 ft. Japanese background, in five sections, 2 paintings and 3 upson board panels, columns and cornice covered with fancy painted sateen, cost \$225.00, price \$90.00.

All the above are high class from the Bodine studio.

Also five backgrounds of natural monks cloth and Royal blue velour, at \$25.00 to \$40.00 each. If interested get busy at once and send for photos and complete outline of those you are interested in.

J. H. DeWITT

Boston Store

Wichita, Kans.

Index To Advertisers

Adler-Jones Co.	81
American Lithograph Co.....	104
Apex Show Card Service.....	102
Art Window Shade Co.	104
Artistic Wood Turning Works.....	97
Barlow-Kimnet Co.	Inside Front Cover
Baumann, L., & Company.....	89
Beaver Board Co.....	4
Bodine-Spanjer Co.	6
Botanical Decorating Co.....	Inside Back Cover
Bradford, I. L., & Co.	16
Butcher, L. O., & Bro.....	102
Chicago Statuary Mfg. Co.	97
Compo-Board Company	2
Contents, Editorial	1
Craftsman Shops, The.....	85
Curtis-Leger Fixture Company.....	Back Cover
Daily, Bert L.	87
Decorative Fixture Co.....	95
Decorators Supply Co.....	5
Detroit School of Lettering.....	101
DeVoe & Raynolds Co., Inc.....	95
Dietz, E. C.	100
Display Manager's Hand Book of Decorations....	18
Doty & Scrimgeour Sales Co.	101
Elms & Sellon.....	93
Esterbrook Pen Mfg. Co.....	89
Feldman, L. A., Fixture Co.....	95
Frankel Display Fixture Co.....	99
French Wax Figure Co.....	3
Gasthoff, J. F., & Co.....	10
Harrisburg Wax Figure Renovating Co.....	101-102
Hatch Metal Neckband Co.....	93
Hecht Fixture Co.....	93
Hunt-Crawford Co.	7
Imans, Pierre	12
Kawneer Mfg. Co.	99
Kawner Mfg. Co.....	99
Kiehler, L. A., Co.....	100
Koester School, The.....	79
Lackner Co., The.....	91
Leon, Morris, Mfg. Co.....	12
Lyons, Hugh & Co.....	2
McKenna Brass & Mfg. Co., Inc.....	19
Melius & Cowley.....	3
Melzer, S. M., Co.....	104
Messmore & Damon, Inc.....	11
Modern Artificial Flower Co.....	97
Modern Art Studios.....	15
Mutual Flower Co.....	101
National Decorative Co., Inc.....	102
Natural Plant Preservers Co.....	14
Netschert, Carl, Estate.....	13
Netschert, Frank	100
Newcomb, E. R.....	104
Onken, Oscar, Co.....	104
Onli-Wa Fixture Co.....	100
Paasche Air Brush Co.....	98
Palmenberg's, J. R., Sons, Inc.....	83
Pittsburgh Reflector and Illuminating Co.....	91
Rauch, F. A., Co.....	102
Roth, Karl L. B.....	91
Schack Artificial Flower Co.....	9
Service Artificial Flower Co.....	17
Shasteen, Don, Studios.....	104
Stark Mills	8
Superior Brass & Fixture Co.....	16
Sobel's, David, Sons	87
Timberlake, J. B., & Sons.....	104
Walbrunn, Kling & Co.....	99
Wants, For Sale, Etc.	102-103
Welch-Wilmarth Companies	20
Window Decorative Works.....	104
Woodruff, D. W., & Co.....	91



HARDWOOD FLOORS
For Your Show Windows

Any carpenter can lay these floors perfectly at a small cost. Leading stores throughout the country have installed our beautiful hardwood floors. Send for our handsomely colored catalog.

E. R. NEWCOMB
Telephone Harrison 7303
730 S. Wabash Ave. Chicago

DECORATIONS
of a Different Kind

Our new catalog shows a new line of decorations and catchy ideas that will appeal to every display man who wishes to get away from the beaten path.

Papier Mache—New designs made in new style.
Backgrounds—Clever, original, different.
Cut Outs—Catchy and highly ornamental.
Paintings—Handled in style you will like.
Flowers, Panels, Screens, Etc.

Send for our Catalog—It's full of ideas

Don Shasteen Studios 811 Jefferson Ave.
Toledo, Ohio

S. M. MELZER CO.

Manufacturers of

Display Fixtures
Show Forms

OUR BUSINESS IS TO INCREASE YOUR BUSINESS

Wax Figures
Brass Railings

915 Filbert Street Philadelphia, Pa.



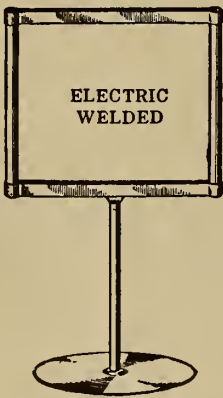
Creators of the Newest Ideas in

Valances and Panels

French Drape Valance a Specialty


Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO



ELECTRIC WELDED

Best and Cheapest Price
Card, Stands, Easels, Etc.



"Jaxon" Doll Stands Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

No. 690

Make Your Show Windows Pay Your Rent



Our Line of Period Display Fixtures Will Help You Make Effective Window Displays

Many Sales Are Made on the Sidewalk
New Catalogue No. 93 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.

ONYX PAPER

A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK



Valances and Shades

To Your Order for Your Fall Windows

We are specialists in French Puffed Shades and can offer exceptional values in this line. Send for our new catalog.

ART WINDOW SHADE CO.
2838 Broadway CHICAGO



THE continuous and steady growth of our business, year after year, is conclusive proof that our merchandise and our service meet the needs, completely and satisfactorily, of the Display Men of America. When good decorations are needed you can depend on Botanical products to satisfy.

The Botanical Decorating Co.

*Manufacturers and Importers of Super Artificial Flowers and
Decorations. Designers and Builders of Super Window Furniture*

208 West Adams Street

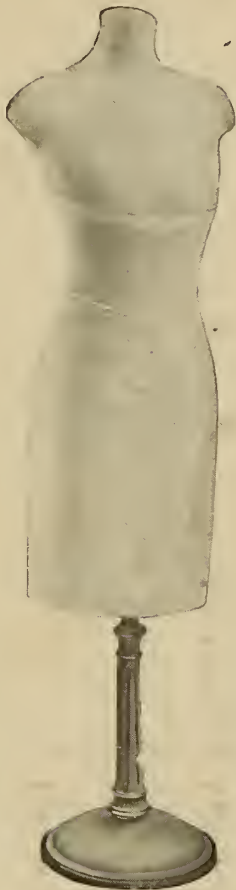
-

-

-

CHICAGO

DISPLAY EQUIPMENT FOR FALL



Chicago
Skirt
Marker



The only marker with the correct oval marking ring. We now offer you an efficient and simple skirt marker which will save you time and insure correct marking. One young lady who marks skirts at Marshall Field & Co. may be quoted as saying: "I mark over 100,000 skirts every year, and I positively could never do it without the aid of the Chicago Skirt Marker. I never have skirts come back because of mistakes in marking. The customer and myself are glad to get away from the old tiresome method."

A PERFECT LADY

Would you consider displaying your goods on scarecrows and barrel staves? Certainly not. Your new fall stock is of the best and you must have the best display fixtures for it.

That is the only kind of display equipment Curtis-Leger sells. We have learned much in our fifty-one years of business experience. We pass our knowledge on to you incorporated in our products.

Below is a list of our various lines. There are many items that will interest you. Mark them off and mail coupon in.

MAIL THIS COUPON

Curtis-Leger Fixture Co.:

Send us complete information, catalogue and prices on the items we check below:

- | | | |
|---|---|---|
| <input type="checkbox"/> Dry Goods Store. | <input type="checkbox"/> Men's Apparel. | <input type="checkbox"/> Women's Apparel. |
| <input type="checkbox"/> Infants' Wear. | <input type="checkbox"/> Footwear. | <input type="checkbox"/> Music & Record Shop. |

WE ARE ESPECIALLY INTERESTED IN:

- | | | |
|--|--|---|
| <input type="checkbox"/> Sun Flower Skirt Rack. | <input type="checkbox"/> Bronze Signs. | <input type="checkbox"/> Special Tailored Valances. |
| <input type="checkbox"/> Metal Display Fixture. | <input type="checkbox"/> X-Ray Store Lighting. | <input type="checkbox"/> Continuous Design Valances. |
| <input type="checkbox"/> Wood Period Fixtures. | <input type="checkbox"/> X-Ray Window Lighting. | <input type="checkbox"/> Window Rugs and Mats. |
| <input type="checkbox"/> Glass Display Fixtures. | <input type="checkbox"/> X-Ray Show and Wall Case Lighting. | <input type="checkbox"/> Essex Shirt & Tie Racks. |
| <input type="checkbox"/> Hubhead Coat Rack. | <input type="checkbox"/> Counter Color Matching Lamp TruDaLight. | <input type="checkbox"/> Shoe Chairs. |
| <input type="checkbox"/> C-M Extension Rack. | <input type="checkbox"/> Window Reachers. | <input type="checkbox"/> Store Bent Wood Chairs. |
| <input type="checkbox"/> Wall Case Hardware. | <input type="checkbox"/> Cocoa Store Matting. | <input type="checkbox"/> Shoe Fitting Stools. |
| <input type="checkbox"/> Chicago Skirt Marker. | <input type="checkbox"/> Store Waste Baskets. | <input type="checkbox"/> Traveling Step Ladder. |
| <input type="checkbox"/> Men's Coat Forms. | <input type="checkbox"/> Papier Mache Trimmings for Backgrounds. | <input type="checkbox"/> Shoe and Glove Measuring Sticks. |
| <input type="checkbox"/> Boys' Forms. | <input type="checkbox"/> Papier Mache Display Novelties. | <input type="checkbox"/> Window Trimmers' Ladders. |
| <input type="checkbox"/> Ladies' Papier Mache Forms. | <input type="checkbox"/> Men's Hangers. | <input type="checkbox"/> Window Backgrounds. |
| <input type="checkbox"/> Componamel Forms. | <input type="checkbox"/> Women's Hangers. | <input type="checkbox"/> Music & Record Shop. |
| <input type="checkbox"/> Wood-Compo Leg Forms. | <input type="checkbox"/> Infants' Hangers. | |
| <input type="checkbox"/> Wax Heads and Figures. | | |
| <input type="checkbox"/> Collapsible Wire Forms. | | |
| <input type="checkbox"/> Bronze Window Tablets. | | |



VALANCES

- | |
|---|
| <input type="checkbox"/> Send for our new fall Valance photos and prices. |
| <input type="checkbox"/> Triplicate Mirrors. |
| <input type="checkbox"/> Hand Mirrors. |
| <input type="checkbox"/> Counter Mirrors. |
| <input type="checkbox"/> Silk Plush. |
| <input type="checkbox"/> Silk Velour. |
| <input type="checkbox"/> Window Novelties. |
| <input type="checkbox"/> Weavever Store Entrance Mats. |
| <input type="checkbox"/> Background Display Fabrics. |
| <input type="checkbox"/> Window Floor Coverings. |
| <input type="checkbox"/> Wicker Flower Baskets. |

Name..... Address..... State and Town.....

CURTIS-LEGER FIXTURE CO.

EST. 1869

237 W. Jackson Blvd.

Chicago

Merchants Record and Show Window

September, 1920





No. 822 C/M
Our New Chicken Model
Costume Form



BARLOW KIMNET

WE MANUFACTURE

and

SELL DIRECT

Everything needed by the Live Mer-
chant in the way of

DISPLAY EQUIPMENT

For Windows or Store Interiors

WE CONTROL

PRODUCTION QUALITY
PRICE DELIVERY

That is why we can guarantee
satisfaction. Write us **today**
about some thing you are in-
terested in and let us show you
WHY we have grown to be the

WORLD'S LARGEST MANUFACTURERS

of

DISPLAY FORMS

WOOD AND METAL DISPLAY
EQUIPMENT

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**

*Makers of the Famous Mannequin Products
THE Display Forms*

New Uptown Exhibition Rooms
1244 Broadway, Imperial Hotel, at 32nd St.
Factories:
New York, N. Y. Holyoke, Mass.



No. 832 C/M
Our New Chicken Model
Waist Form

OUR BOYS' FORMS
are just as accurate and
fine as our Men's and
Women's Display Forms.



No. 802
Boys' and Girls'
Forms

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
5001 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
5707 West Lake Street
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid
United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries . . . \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less. (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 5707 West Lake Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLVII

NUMBER 3

Contents for September, 1920

	Page
Analysis of Successful Merchandising By Raymond T. Whitnah	21
Modernizing the Store Front By Ellsworth H. Bates	22
Egyptian Ornament and Decoration By Henry Sherrod	25
Essentials in Displaying Linerie	28
Display Masterpiece	30
Furniture Display By Paul Lupo	31
Our Monthly Contest	35
Our Service Department	35
Draping Expert Features New York Show	36
Annual Prize Contest	37
Notes from New York By F. F. Purdy	38
How to Make Show Cards By G. Wallace Hess	42
Art of Full Form Draping By O. E. Wheate	45
Artificial Flowers and Foliage By Robert O. Johnson	46
I. A. D. M.—Report of Convention Chairman	48
Detroit Convention Delegates	50
Movements of Display Men	60
For Our Advertisers	62
Index to Advertisers	67



MAKE BUYERS OUT OF PASSERSBY

Because Hugh Lyons are distinctive they attract attention. They increase the value, the effectiveness of window display. They help to make buyers out of passersby.

Let us send you our new catalogs, which show the period display fixtures manufactured by Hugh Lyons & Company—the largest builders of window and display fixtures in the world.

HUGH LYONS & COMPANY

"MAKE BUYERS OUT OF PASSERSBY"

LANSING - MICHIGAN

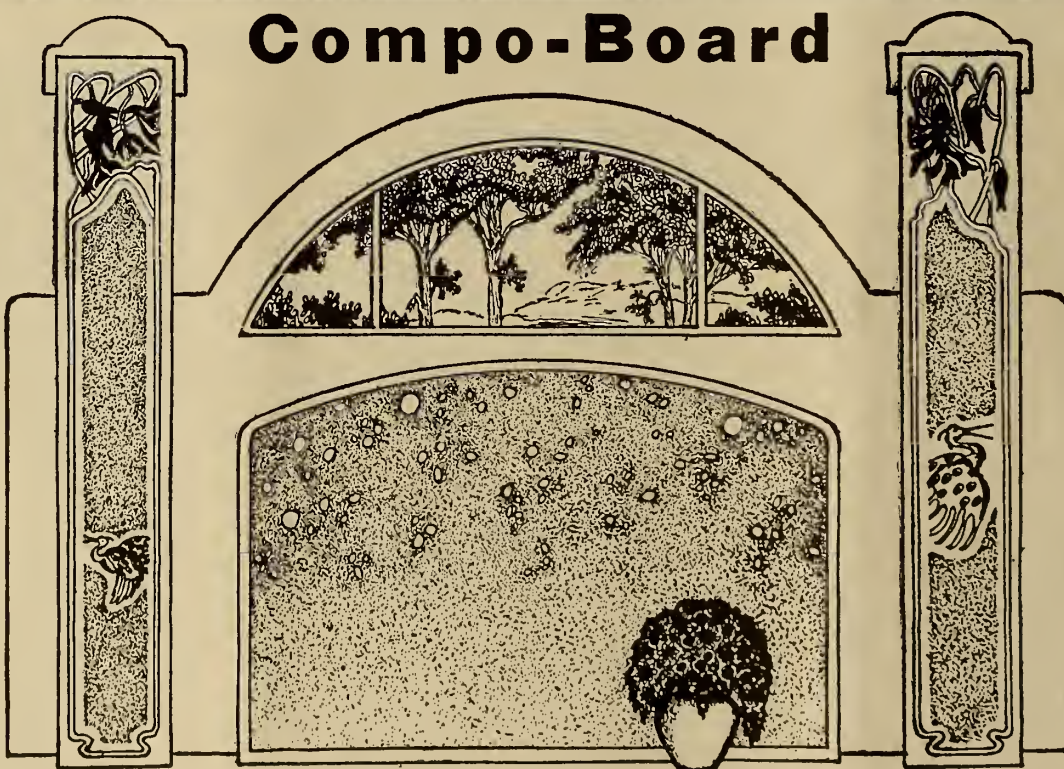
NEW YORK SALESROOM
35 W. 32 nd. STREET

CHICAGO SALESROOM
234 S. FRANKLIN ST.

COMPO-BOARD

Compo-Board

COMPO-BOARD



Herewith is shown just one of thousands of ways Compo-Board may be used for window backgrounds, cut outs, window dividers, partitions, etc. Compo-Board is the old original and genuine wood board.

Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA



SOMETHING NEW

A Combination Blouse Form and Pedestal



New combination Waist Form and Pedestal—made of Papier Mache base and Indestructible Compo-Finish that gives perfection of detail and finish impossible to obtain in any other material.

SEE US WHEN IN CHICAGO

We occupy the entire fourteenth floor in the Medinah Bldg., Chicago, with largest display of Wax Figures ever shown.

It has always been more or less of a problem to finish off the bottom of a waist attractively when shown on a form. This problem is now solved with this new combination waist form and pedestal.

You can also use the pedestal as a separate fixture when the waist form is not in use.

Papier Mache Forms

This new Form is only one of the many contained in our very complete line of Papier Mache forms and figures. Our entire line includes the very latest shapes dictated by Fashion for Fall.

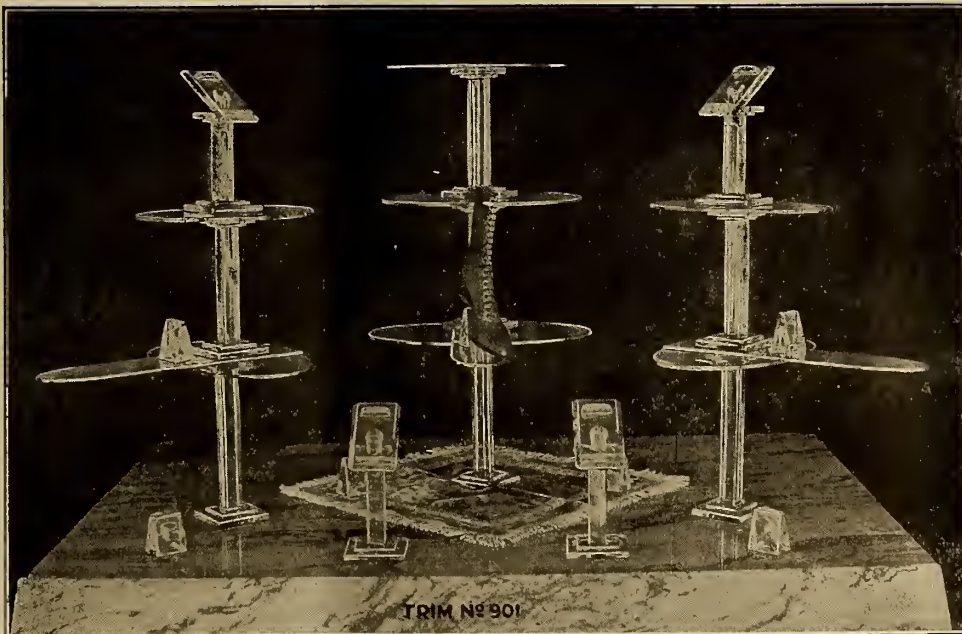
French Wax Figures

Are the finest made in this country—the newest models are all wax from the waist up, in order to display the newest backless gowns. The models are very beautiful in appearance and extremely chic in style. You can buy Wax Figures from us at really reasonable prices.

The French Wax Figure Company

MEDINAH BLDG., CHICAGO

Factory, 70 W. Water St., Milwaukee, Wis.



Melco De Lux Glass Fixtures

Glass Fixtures, like diamonds are graded. Some are clear and pure, some are clouded and poorly moulded. The difference between the clear and clouded is that one make is protected from the fire and fumes, while the other is not. Hence, the difference in color. You will find no mould mark or seams on Malco De Lux, neither will you find any discolored or clouded glass. Malco De Lux is made by the new process. Do not accept the inferior kind. Get the best for less money.

The attractive set of Melco De Lux Glass Fixtures pictured above would add 100 per cent to the efficiency of your window displays. We have sets to fit any size window and at prices to fit any size pocketbook. Let us send you illustrated circular.

Valances and Window Rugs

A further improvement for your windows would be the use of Valances at the top of the plate glass. We suggest you let us furnish you with illustrations of designs and prices.

We have anything you may need in Wood or Metal Fixtures, Window Rugs, Plushes, Artificial Flowers, Shoe Display Trees, etc.

Write for Circulars

MELIUS AND COWLEY
Distributors for French Wax Figure Co.

14th Floor Medinah Building

CHICAGO



Plan Your Christmas Display Now!

You will not only avoid disappointment but you will actually save money as we offer:

5% special Discount on all Christmas orders placed before Oct. 15th

The ever increasing demand for our goods and our ardent desire to avoid all possible disappointment has prompted us to make this offer. Delivery can be made any time you desire.

Schack's new creation:

“The Baby Christmas Aster”

Entirely different, beautiful and rich in appearance. A complete line of new Christmas cut-outs, also illustrated in colors: **Humpty-Dumpty—Ole King Cole—Mother Goose** and many others.

Schack's 1920 Christmas Catalog in colors
1920 Fall Catalog in colors

Just three hundred copies left of our Fall Catalog. If you haven't received yours, write at once.

Simply Mail This Coupon

THE SCHACK ARTIFICIAL FLOWER CO.,
1739-41 Milwaukee Ave., Chicago, Ill.

☐

Schack's 1920 Fall Catalog.

☐

Schack's 1920 Christmas Catalog.

NAME

CITY..... STATE.....

We manufacture a complete line of Floral Parade Decorations. Write for our Floral Parade Literature.

THE SCHACK ARTIFICIAL FLOWER CO.
1739-41 Milwaukee Ave. Chicago, Ill.

THE DECORATORS SUPPLY COMPANY



Y the Window Display you indicate to the passer that the merchandise, service and environment are of high standard.

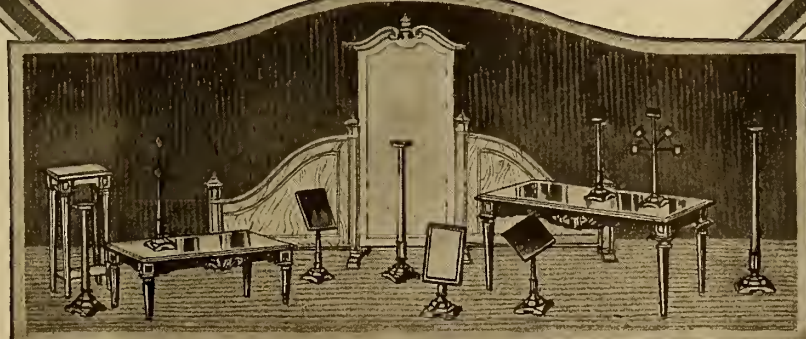
You can have the *Best Patronized Store* in the community if you equip with our *Distinctive Fixtures*.

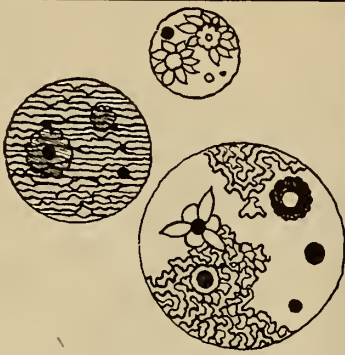
Our Catalog "W" is a remarkably complete authority on window display furniture covering a great variety of handsome and authentic period designs. You will find this book a source of endless suggestions for making your window displays more effective from a selling point of view.

THE DECORATORS SUPPLY CO.

ARCHER AVENUE AND LEO STREET
CHICAGO, U. S. A.

*The fixtures
shown are
on Correct
Gothic
Lines*





Bodine-Spanjer Decorations

have a character that is their own

You recognize them at once wherever you see them because they have a distinctive style—an accuracy of composition and harmony of line and color that commands notice and appreciation.

But the outstanding characteristic of every Bodine-Spanjer window setting is its appropriateness. Every background created by this house is perfectly adapted to set off the merchandise for which it is designed. That is the reason why these designs appeal to the practical merchant as well as to the artistic display man.

Bodine-Spanjer designs add to the selling force of any show window. If your windows are not 100 per cent selling efficient it will pay you to get in touch with this house.

Our Catalog illustrates and describes many handsome decorative accessories that you will find interesting and instructive. May we mail you one?

DO NOT FAIL TO VISIT
OUR SHOW ROOMS AND
STUDIO WHEN IN
CHICAGO

To get to our studios, take
Larrabee St. car, on Dear-
born St. (downtown); go
north, get off at Division
St., and walk 1 block west
to Chatham Court.

THE BODINE-SPANJER COMPANY

Designers and Manufacturers of Decorative Backgrounds
for Show Windows.

1160 CHATHAM COURT

Phone Diversey 2585

CHICAGO

The Perfection Projector

will double the beauty of your decorations

By the use of this efficient projector you can illuminate your decorations (or any part of them) in any color or tint you may desire, and with any degree of brilliancy.

This projector was designed by an illuminating engineer who is an expert at stage lighting. It is fitted with a powerful lens and a special lamp and has five gelatine slides in different colors. These slides may be used separately or in combinations that will produce any color of the rainbow.

In combination with our Super-Floral Decorations, you can secure gorgeous color effects with this projector, which may be placed in any part of the window and attached to any light socket. Adjustment at back permits turning light in any direction.

The Perfection Projector is used by Lord & Taylor, Marshall Field & Co., and many more of the leading stores.

Endorsed by fire underwriters.

Send for a sample lamp today



At Left—Projector shown with lens removed as used for general diffused illumination.

At Right—Projector shown with lens in place to concentrate or focus illumination.

Projector with adjustable base and standard, special lamp,
five colored shades, complete directions for securing any color.
Complete, each

\$32.50

THE BOTANICAL DECORATING CO., 208 W. Adams St., Chicago



Rameses would be Surprised

"Shades of Isis and Osiris, I couldn't write a better book myself." And we are certain he would say further, "I'll wager two temples full of lotus blossoms that every Display Man in America will want a copy."

The Display Managers Handbook of Decoration *Egyptian Series* By L. S. Janes

This valuable addition to the literature of decoration treats of the different methods of utilizing the motifs of ancient Egyptian art, modernized so as to be applicable to YOUR PARTICULAR NEEDS. Complete backgrounds, panels, screens, furniture, fixtures, ornaments, valances, floors, ceilings, lamps, and dozens of other applications clearly shown and keyed with a valuable hand-made color chart.

No library or window display and decoration is complete without this treatise on Egyptian Decoration. For convenience use the coupon.

The Merchants Record Co.
5707 West Lake Street
Chicago, Ill.

The Merchants Record Co.,
5707 W. Lake St.,
Chicago, Ill.

Gentlemen:

Send me a copy of "The Display Manager's Handbook," Egyptian Series, for which I enclose Five Dollars.

Name

Address

City

State

ONE of the most important things about our business---the thing we value most ---is the confidence our customers have in us, and in our merchandise.

It is part of our service to a customer to see that he doesn't make any mistake here. We mean to have him feel that it's impossible to make a mistake.

When you place an order with us you are buying more than the decorations you have selected---you are buying a service that assures you beauty, originality and effect.

In our splendid line of decorations for the holiday season you will find a wonderful range from which to make your selection. Included are a number of new and original designs that we are showing this season for the first time.

Our salesmen are now on the road and will be glad to call upon you. To be sure of seeing this wonderful line, we suggest that you drop us a line.

The Natural Plant Preservers Co.

233 Fifth Avenue :- :- New York

Northwest Corner of Fifth Avenue and 27th Street



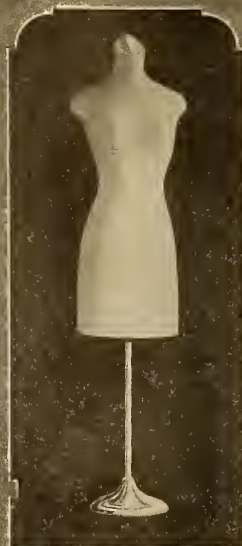
No. M/G
Enameled Costume Form
Roman Period Base



No. M/F
Enameled Costume Form
Turned Wood Base



No. M/C
Full Enameled Waist Form
Roman Period Base



No. M/E
Enameled Costume Form
Solid Metal Base



No. M/D
Enameled Costume Form
Solid Brass Base

To Buyers
of Display Fixtures
Particularly to those who want
THE BEST

QUALITY DISPLAY FIXTURES

Has been our Motto for Sixty-six years. Every Fixture
is substantially built and finished by skilled workmen.

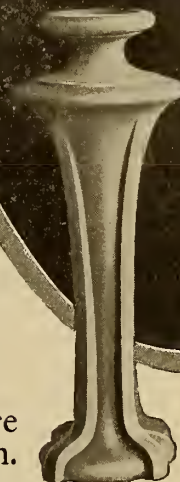
Write for New Catalogue and Prices
Representative will call on request

McKenna Brass & Manufacturing Co., Inc.
PITTSBURGH, PA.

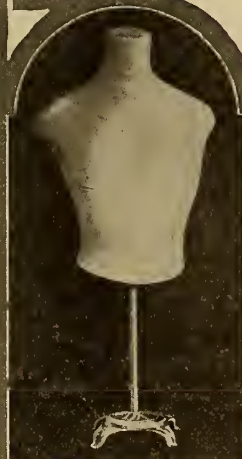
New York Representative J. B. WILLIAMS, 1142 Broadway, New York City



No. 9
A New Special
Adjustable
Revolving Rack



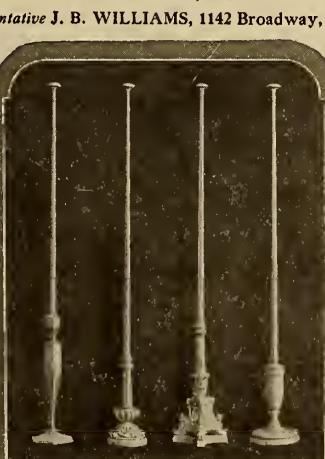
No. M/K
Grecian Flower Vase
Very Artistic in
Design and Finish



No. M/B
Enameled Waist Form
Solid Brass Base



No. M/H
Wall Pocket for Flowers
Polychrome Finish



No. 1000, No. 1100, No. 1300, No. 1200
New Designs in Millinery Stands
Exclusive and Artistic



No. M/J
Roman Period
Pedestal



No. M/A
Enameled Waist Form
Turned Wood Base

Personal Supervision

of every detail, every working day in the year by our Samuel Sobel, in the manufacturing of every article we sell, accounts for 90% of our business being repeat orders.



Repeat orders tell an important story

of quality, merit of merchandise, and low prices, especially when we have openly published the names of our largest accounts.

The largest chain store syndicates, whom we have helped to build their tremendous successes in splendid window displays, are using our forms and fixtures exclusively. Could there be a better or more practical reason why you should consult us or one of our listed local agents?

Send for our circular which is just off the press—it will prove all the claims we make as to quality and values.

DAVID SOBEL'S SONS 143 GRAND STREET NEW YORK CITY

New England States
M. J. Benstock,
254 Washington St.,
Boston, Mass.

Illinois and Indiana
L. & L. Fixture Co.,
401 Medinah Bldg.,
Chicago, Ill.

Texas
R. L. Paxton,
Queen's Building,
Houston, Tex.

Wisconsin, Minnesota,
North Dakota, South Dakota,
and Montana
Fred C. Waters,
244 Plymouth Bldg.,
Minneapolis, Minn.

Michigan
R. J. Benning,
76 Washington Blvd.,
Detroit, Mich.

Chain Store Operators
J. Sobel,
143 Grand St.,
New York

LOOK for our advertisement in the October issue, in which we will show the greatest Christmas decorations in

Cloth and Paper

Our prices are the lowest—Quality the highest.
Write for our special circular.

J. F. Gasthoff & Company, Inc.

Leading Manufacturers of Artificial Flowers and Decorative Supplies

Danville, Illinois

MESSMORE & DAMON'S

High Class Displays at the Detroit Convention



These illustrations will call your attention to the wonderful line of papier mache we manufacture for window and store decoration.

Above are shown some of our delightfully quaint and humorous animals designed in the new art style. These include Pink Pigs, Green Elephants, Blue Goats, and other queer beasts that will delight the youngsters, in your holiday window or toy department.

Among our mechanical pieces are the Shimming Santa, the Trained Seal, the Juggling Monkey and other attractions that will draw big crowds.

Below are shown some of our wonderful decorative designs that have no equal.



Color Scheme used on our decorations complement the goods displayed.

Messmore & Damon, Inc., 363 Ninth Avenue, New York



Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Statuary in Wax

CHEVALIER OF THE LEGION OF HONOUR

BEWARE of copies of my models and sold as French Wax Figures. Either in models or execution of same, my own work is quite different from all other similar productions and is the only one having true Parisian style and "chic".

Do not accept figures which do not bear my signature stamped in the wax.

Ask for my illustrated catalog No. 24, sent free on request.

Orders received through the medium of Paris Commission houses.

10 rue de Crussol

Paris, France



Office of
L. GINSBURG
Elk City, Okla.

Dear Sirs:
Sending you a picture of a window that was in during our fall opening. Every window having the same background. I received several comments on these backgrounds and I attribute my success to EZY-BILT.

Respectfully,
RUSSELL ROE,
Display Mgr. for The Dixie.

THE HUNT-CRAWFORD CO.

EZY-BILT WILL IMPROVE YOUR DISPLAYS AT A SMALL COST

It is not expensive and can be used over and over again.

It is easily constructed and requires no expensive carpentering.

Coshocton, Ohio

Use Nature's Decorations

No Artificial Decoration Can Compare with Southern Greens

Beaven's natural southern greens have a quality and distinction that no manufacturer can imitate. Evergreens of various kinds attain a wonderful perfection in this locality and the varieties we handle retain their freshness and beauty for a great length of time. We have had many years' experience in handling these greens and we guarantee every shipment to be satisfactory in every particular.

Use our greens for your next window or store decoration—they will save you money and give better results.

Send us your order early to guard against possible delays in transportation.



Gathering Southern Greens



Magnolia Foliage

The magnolia is a wonderfully effective decorative foliage which can be used in a great variety of ways. It can be handled without damage and lasts almost indefinitely. Fine for windows or interior. Can readily be resold in form of wreaths, sprays, etc.

No. 1\$1.00	No. 4\$3.50
No. 22.00	No. 54.00
No. 63.00	No. 64.50

Long Needle Pines

This is an especially pleasing window decoration. It is also recommended for resale. It stands handling well and will not wilt or fade. You can use these for window or store decoration and later sell them at a good profit.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$ 6.00
3 feet high.....	.12½	1.25	9.00
4 feet high.....	.15	1.50	11.00
Assorted sizes, 2 to 4 feet		1.25	8.00
Extra large sizes, 5 to 6 feet,	\$0.50 each.		

Beaven's Fadeless Green Moss is an ideal covering for show window floors. Bags containing 100 sq. ft., price.....\$4.00

We Can Save You Money

By ordering from us, you can save a big proportion on the cost of your decorations or you can have much more elaborate decorations at the same cost. Send us your order early, even if you specify a deferred shipment.

Order from this page—we guarantee all these decorations to be right and satisfactory—All prices F. O. B. Evergreen, Ala.

E. A. Beaven Co., Evergreen, Ala.

Southern Wild Smilax

This is without doubt the most satisfactory decorative green known. Will last for a great length of time, dries green and looks almost as well when dry as when fresh. Leaves do not drop off easily. Very light to ship. This is the most inexpensive decoration you can buy.

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

Chamaerop Palm Crowns

Highly effective for window or store decoration and ready sellers. When placed in a vase, it is impossible to tell the chamaerop from a living palm. These will be found most satisfactory for decorating or resale.

	Each	Dozen	Hundred
3 feet	\$0.15	\$1.50	\$11.00
4 feet20	2.25	15.00
5 feet30	3.50	25.00
5 feet25	3.00	20.00
Assorted sizes		3.00	20.00

Sabal Palm Leaves

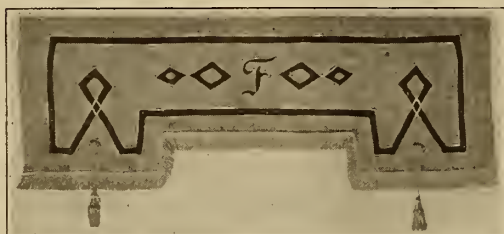
A pleasing and popular decoration especially adapted to store interiors. Are quite inexpensive and make a novel and popular souvenir for the holidays or any special occasion. Combined with holly this leaf makes a very satisfactory souvenir. Dozen, 25c; 100, \$2.50. Special low rates per 1,000.

Holly for Christmas

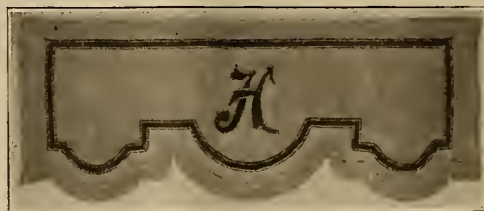
It is none too early to plan your holiday displays and to order the decorations you will need. You will find our Holly the best possible foliage you can use for your Christmas windows. It is a beautiful deep green leaf with bright red berries and carries with it the true Christmas sentiment. Beaven's holly is always selected with the greatest care.

5 lb. box.....	\$0.75
15 lb. box.....	\$1.25
25 lb. box.....	2.00
40 lb. box.....	3.00
60 lb. box.....	3.50

Floor Rugs and Valances to Match



A New
Catalog
Now
Ready

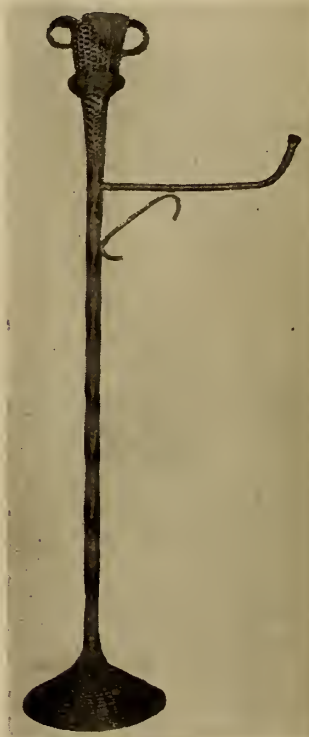


A Complete Line of Baskets, Wall Pockets and Draping Stands



Before planning your next displays you will want to see this new catalog which contains many suggestions that you will find of interest.

If your name is not on our mailing list, send it to us today. We are constantly sending out advertising matter that will keep you informed as to the newest designs in flowers and everything for the decoration of your windows.



You Are Invited

to visit our display room whenever you may be in Chicago. Here you will always find the very latest ideas in high class decorations of all kinds.



L. Baumann & Co.—Flowers

Leading Manufacturers and Importers

357-359 West Chicago Ave.

CHICAGO

The Washingtonian Style Shoe Fixtures

add that touch of art which increases the appearance of your shoes to your Prospect.

More and Better Shoes are sold through proper display.

Send for our latest Shoe Catalogue, showing William & Mary, and Colonial Styles.

THE ONLI-WA FIXTURE CO.
DAYTON, OHIO

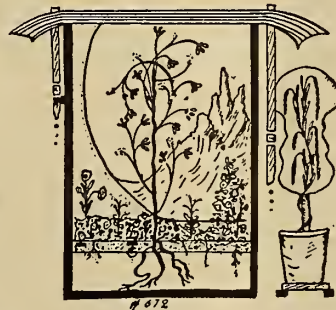


LACKNER Ready to Letter cards—will improve your Fall Displays.

Every Card is a work of art.

Write on business stationery for descriptive booklet.

THE LACKNER CO.
21 WEST PEARL ST.,
CINCINNATI, O.



E.J. BOYLE & BROS.

Manufacturer
and Jobber

Show Window Fixtures
Back Grounds
Artificial Flowers
Card Writers' Supplies

29 W. Maryland St.
INDIANAPOLIS

Kawneer SOLID COPPER STORE FRONTS

**Pay Big Dividends
In Increased Sales**

THE attractive display of merchandise which KAWNEER Store Fronts make possible increased sales. The results are definite and tangible. The cash register tells the story.

A handsome, modern KAWNEER FRONT makes your store look its part as the establishment of a progressive merchant. Buyers like to deal with successful stores. Your sales force will take on new pride and enthusiasm, they will sell more goods. These are proven facts---the experience of more than 100,000 KAWNEER users, who have increased their sales by means of these scientifically designed store fronts. You can do the same. Learn how. Simply pin the coupon to your letterhead.

**THE
Kawneer
COMPANY**
NILES MICHIGAN



**THE
KAWNEER
COMPANY**
2102 Front Street
Niles, Michigan

Please send me "Book
of Designs."

Name

Street

Town State

BRADFORD-CHICAGO

WHEN THE DAYS ARE SHORT
AND LATE AFTERNOONS
ARE DARK

You will appreciate

Gives you Daylight on your Counters



Bradlite



FREE TRIAL OFFER

To responsible merchants we will send one unit
with the privilege of return if for *any reason* it
does not meet with your approval.

If it doesn't do all we claim, send it back

Complete unit, 22 inches high, ready to install, with silk cord and standard plug,
\$12.00 each, f. o. b. Chicago. Canada, \$15.00.

I. L. BRADFORD & COMPANY

STORE DISPLAY FIXTURES—SEND FOR LATEST CATALOG

178 W. Jackson Blvd.

Room 818, Medinah Bldg., Chicago

BRADFORD-CHICAGO

Use Rumbley's Natural and Preserved Evergreens for Your Fall and Holiday Decorations



Preserved Foliages

Oak Sprays, in green, brown or red, in cases of
100 sprays, per case.....\$10.00
Beech Sprays, in green, brown or red. In cases
of 100 sprays, per case.....\$10.00
We will be pleased to send samples prepaid at
your request.

Natural Decorative Greens

Wild Smilax, standard cases, 50 lbs., case.....	\$4.50
Magnolia Foliage, standard cases, 60 lbs., case..	4.50
Needle Pines, assorted sizes, per doz.....	1.50
Needle Pine, assorted sizes, per 100.....	8.00
Palm Crowns, per doz.....	2.50
Palm Leaves, per 100.....	4.00
Florida Gray Moss, 25-lb. bag.....	2.50
Natural Sheet Moss, 10-lb. bag.....	2.50
Sheet Moss, dyed green, 10-lb. bag.....	4.00

All prices F. O. B. Evergreen, Ala.

Quality and Prompt Shipments Guaranteed. Let us

Book Your Orders.

The Rumbley Co., Evergreen, Ala.

Here's Something New for Display Managers and Showcard Writers

So many requests reach me asking for instruction in showcard writing, that I have decided to issue on the first of each month a series of heart to heart talks on this topic. These will include a showcard in color, with some peculiar or striking decoration, some alphabets in full working sizes, an assortment of about one hundred gold initial panels for showcard decoration and an educational talk of merit. The October Talk—the first one—will be ready for mailing about September twentieth. The price, one dollar and worth it.

A New Issue of

Hess' Famous Gold Initial Panels for Showcard Decoration

Hundreds of cardwriters said these panels were worth a dollar. An assortment of about a hundred will be sent you, prepaid in mailing tube for fifty cents. Money back if desired.

Lessons in Hess' Inimitable Pen Lettering

In response to many inquiries I will give practical instruction in pen lettering to a limited number of students at one dollar a lesson. Money back if not satisfied.

Hess' Portfolio of Pen Alphabets

Closing out about one hundred copies at the old price of one dollar. The booklet of information contains the only instruction ever offered about preparing inks, etc.

Hess' Border Ruling Gauge

For Ruling Margins on signs—4 sizes, $\frac{1}{4}$ to 1 inch, the set of four, one dollar. The first and only practical border ruling device made. Lasts forever.

The Old Favorite "German" Music Pens

(Made in England)

Same old price, 35c a dozen. A hot favorite.

Brandauer Text Pens

(Superior to Soennecken for showcard writing)

15c the dozen.

Hess' Hand Decorated Holly Cards for Christmas windows—Best on Earth—Make Reservations Now. Hess' Printed Holly Cards for Store Signs—Unequaled in Price and Quality.

Special Offer

If you want to see the beautiful effect produced by the use of a Hess Hand Colored Initial Panel and an example of my pen lettering, I will send you a seven by eleven inch specimen for five two-cent stamps.

I would like the address of every display manager and showcard writer and the name of the firm by whom employed as I will have something new and novel to offer before long.

G. Wallace Hess

Suite 1524 North American Building

36 SOUTH STATE STREET

CHICAGO

No orders filled from this ad before September 20th.



No. 6028



No. 6025



HL.105



HL.26



You have watched the rapid growth of popularity of "Period" Wood Fixtures. They are delicately refined and form an effective setting for your merchandise not approached by any other kind of display equipment. They are furnished not alone as pedestals, plateaus, gown stands, millinery and shoe stands, etc., but also for standards and mountings for blouse and costume forms. They are made in various designs in both plain and decorated. Catalog "L" tells all about them. Catalog "E" shows the metal fixtures, racks, hangers, etc. Catalog "GF" illustrates the beautiful glass line. Ask for circular (in actual colors) of Window Rugs. Write for samples of Window Valances. An immense stock on hand for immediate delivery.

Samples Window Plushes upon request.

THE HECHT FIXTURE CO.

Medinah Bldg., Chicago
Wells St. & Jackson Blvd.

NEW YORK SHOW ROOM:
65-67 East 12th
Bet. Broadway and 4th Ave.

*Getting More Sales
Out of the Rent
that You Pay*



PITTSBURGH The Standard Show Window REFLECTORS

Your rent is based on the value of your show windows—can not these windows be made to produce greater sales?

The cost of proper window illumination is but a mite compared to the annual sum which you are now paying for window space. Get the utmost out of this show window rent.

Pittsburgh Reflectors are scientifically designed to produce maximum PROPER lighting efficiency; one-piece, crystal glass, silver plated. They mean brighter, better, more attractive show windows, greater sales power.

Let us help you make your store "the bright store." Pittsburgh Reflectors give you more, cost you less, pay you best.

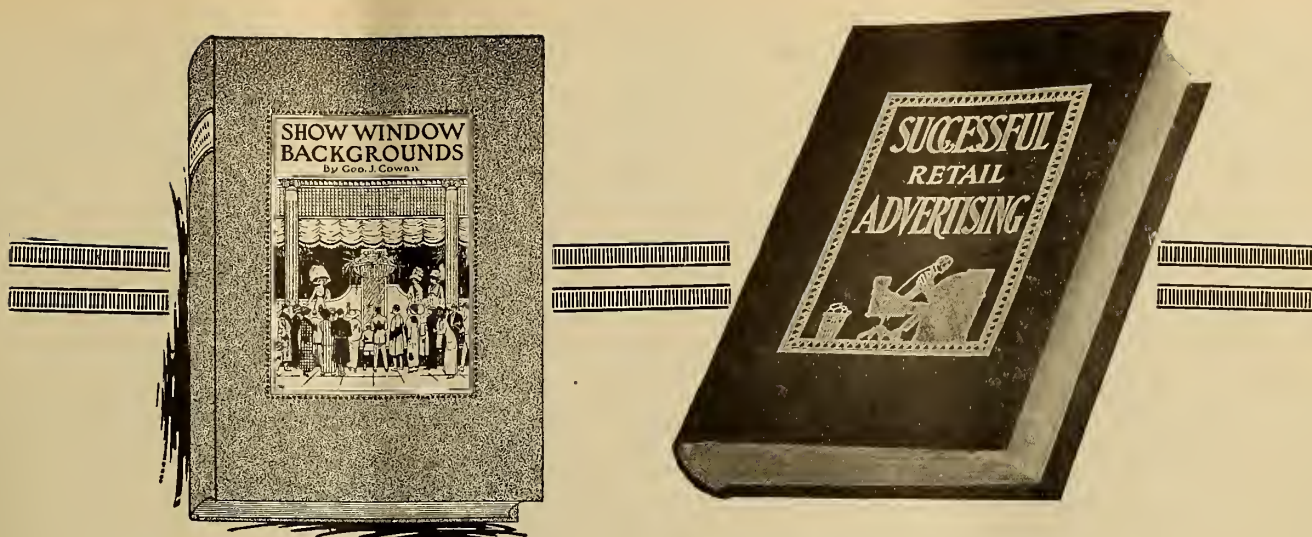
Write, wire or telephone.

Pittsburgh Reflector & Illuminating Co.

PITTSBURGH, PA.

Chicago Office
565 W. Washington St.

San Francisco Office
75 New Montgomery St.



THESE 2 BOOKS ARE NOW READY TO SHIP

The entire stock of the above books was destroyed by fire early in the year and it is possible now to announce newly printed editions of two books, namely "*Show Window Backgrounds*" and "*Successful Retail Advertising*." The book entitled "*The Koester School Book of Draping*" will be ready for distribution shortly.

Show Window Backgrounds

By **GEORGE J. COWAN**

President of the Koester School of Window Trimming,
and Editor of "Window Trimming Monthly"
of the Reporter.

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations.

Price \$2.50

Successful Retail Advertising

This large book (one of the largest Advertising books published) of nearly 500 pages is devoted exclusively to the subject of Retail Advertising. Other books are of little value to merchants because they treat on general advertising, having to do with Advertising Agencies, National Advertising for Manufacturer and Jobbers, etc. What you want is a book designed for your use—and this is what we give you.

Price \$3.00

Books are sent postage prepaid. Remittance must accompany all orders.

FOR SALE BY

THE MERCHANTS RECORD CO.

5707 West Lake St., CHICAGO



Now, As Never Before, Is There An Acute Necessity for Better Merchandising

OUR progressive Southern neighbors recognize it—note evidences in the reproduction above of typical pages from the Spanish edition of the Welch-Wilmarth Method in Merchandising catalog—and what real American merchant will admit he is lagging behind South America in his merchandising tools and methods? Merchandising has not been much of a problem the past few years—buying was brisk—prices high—and generous profits the rule.

But buying habits are changing now. The public is getting more critical, demanding more value. The free spender of yesterday is the cautious buyer of today.

All of which means that the business of merchandising is going to call for a high order of brains in the period to come. And the Welch-Wilmarth Service Department is prepared to furnish this—in degree and quality heretofore impossible to obtain from one single source. May we send details?

Welch-Wilmarth Companies

Grand Rapids, Michigan

Chicago
Pittsburgh

Boston

St. Louis

BRANCH OFFICES:
New York

Minneapolis

Philadelphia
Salt Lake City

MERCHANTS RECORD and SHOW WINDOW

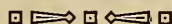
VOLUME XLVII
NUMBER 3

SEPTEMBER, 1920

Single Copies
Thirty-five Cents

Analysis of Successful Merchandising

Success in business attained through constant application of energies—Obstinacy, selfishness and negligence can not be tolerated in progressive and successful organization—Necessary for department heads to co-operate—Welcome suggestions and constructive criticisms.



By Raymond T. Whitnah

SUCCESSFUL merchandising means success. It is not attained over night, but comes with constant research and diligence on the part of the merchant and his entire force. There is but one door through which any organization or institution can pass before it has started on its road to success, and that door is signified by *co-operation*; co-operation on the part of every employe as well as the merchant himself. This article is not directed to the display man in general, but to the merchant, his advertising man, his merchandise man as well, for obstinacy dwells not only with one, but another, and selfishness crops out in all alike, while negligence feels its way into the system of the merchant as well as the check boy whom he employs.

With this corps of men co-operating, extending their services and brains to the institution with whom they are associated success is inevitable. What then are the main reasons for failing to get co-operation? In answer we find obstinacy, selfishness, and negligence.

Each of these heads must give and take to some extent for no two think or act the same on all questions. Any one of these may think that he is right, and carry his opinion to such an extent that it becomes pure obstinacy. Many instances of this kind might be cited but it is unnecessary since we have experienced such occasions. Selfishness is particularly true between advertising men and display managers, some no doubt being narrow minded enough to believe that with their efforts their concern could thrive without that of the other. No matter how clever an advertisement or display win-

dow may be, it cannot reach the strength or pulling power without the co-operation of the other factor. Negligence is perhaps the most detrimental of the three for it breeds loss of confidence, depreciates valued efficiency, causes selfishness and obstinacy, and breaks into the harmony of the smooth running co-operation.

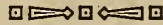
The merchant, the merchandising man, the advertising man, and the display man each has his place in the sphere of retail merchandising. In the smaller store the merchant may be the merchandise man as well, while the advertising man and the display man are one; nevertheless each has a duty to fill and whether it be under four distinct heads, or three, or two, the goal of co-operation should never be lost to sight whether it be matters trivial or of great importance. Weigh the matters carefully, see it in as many lights as possible, give the other point of view some consideration, heed suggestions, for many undertakings have become successful through a tip from the outside.

As long as the merchant lends an ear to suggestion, he keeps the confidence of his subordinates; as long as the merchandise man, the advertising man and the display man co-operate in their duties they are building a foundation for successful merchandising and in turn success for themselves.

Get away from the old idea that the concern can not run without you, for there are other men who are just as talented and just as enterprising, and its not a matter of getting along with or without you, but all of us putting our shoulder to the wheel and exerting every effort toward co-operation.

Modernizing the Store Front

A few valuable hints for merchants contemplating building or remodeling—The value of display space—Avoid narrow aisles and cheap floors—Lighting system of great importance.



By Ellsworth H. Bates

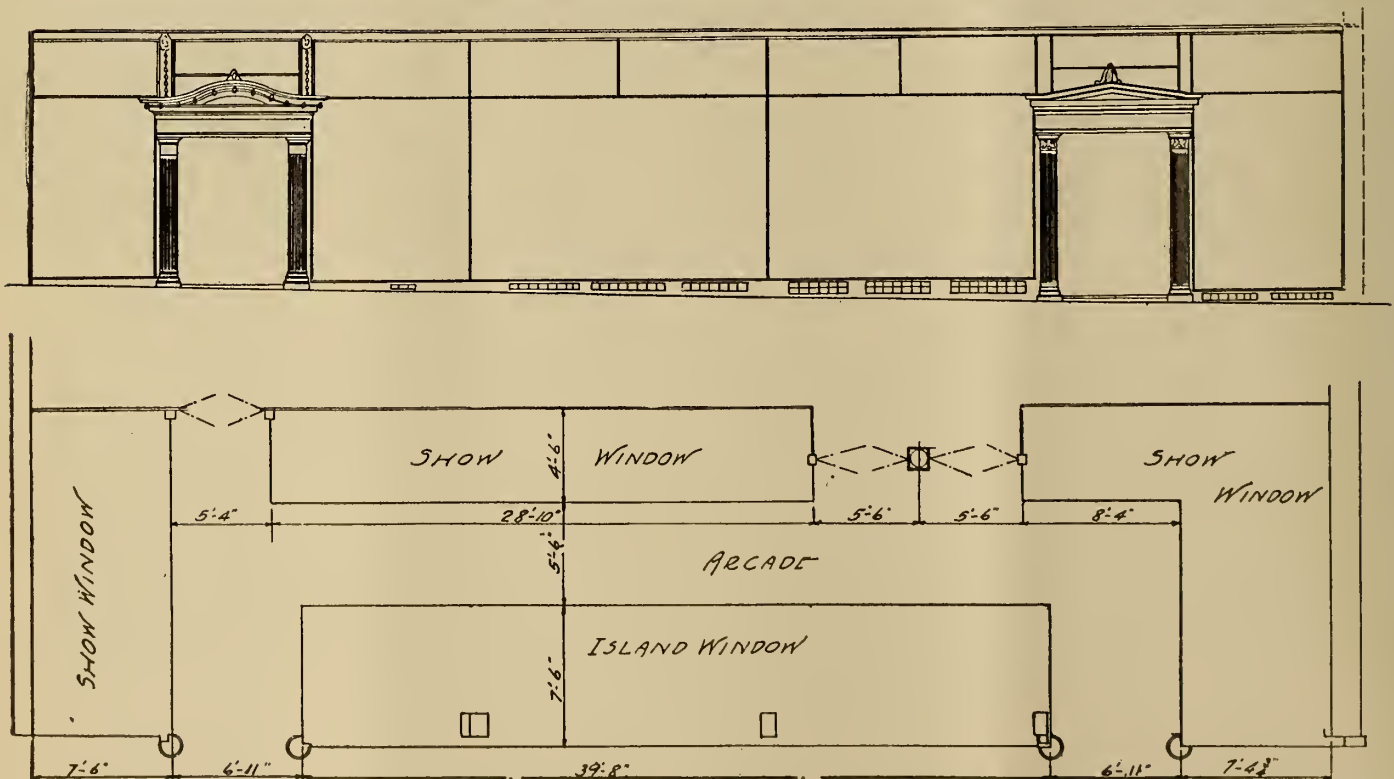
DUE to the labor conditions and the shortage of building materials experienced during the great world war a cessation of building and remodeling activities became necessary. Today, as that dark cloud is disappearing over the horizon and the supply of materials is more certain, the thoughts of the management of many stores will turn to rebuilding, remodeling or enlarging their display space.

Whether adding additional frontage or merely remodeling the old front, it would be well that the problem of more display space should be solved by making a thorough study of the arcade idea, or a double set of windows with an aisle between. It will readily be seen that an arrangement of this kind will allow the display of more than twice the amount of merchandise in an arcade front than the

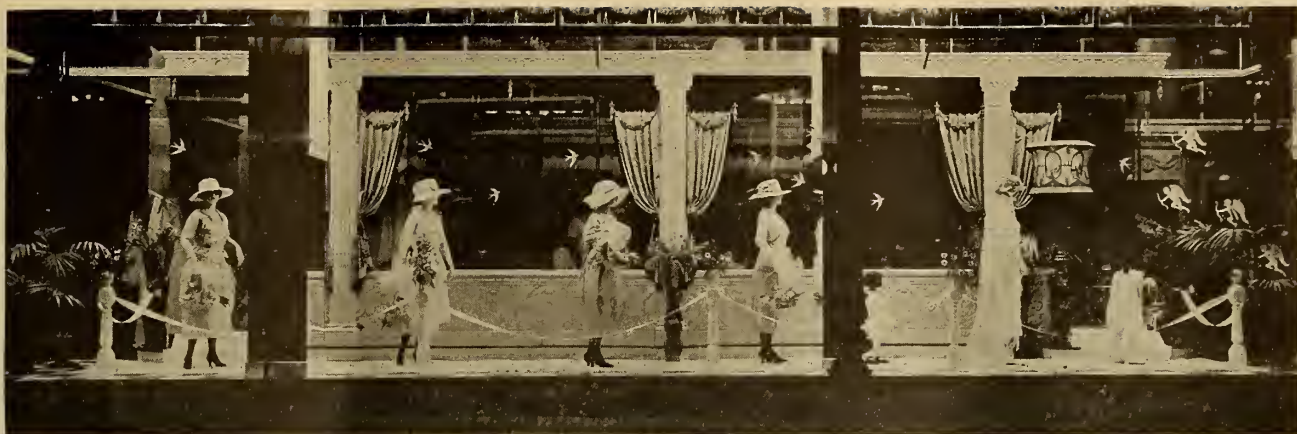
same frontage with ordinary windows, and the increase in sales therefrom in a like ratio.

Some merchants will oppose the arcade front plan on account of the loss of floor space within the store, and there are many others who will vouch that the value of floor space is about one-half that of display space.

This article is written with the desire to assist those who are contemplating installing new windows or studying this plan of procedure. Many mistakes can be made in store front construction and the writer wishes to emphasize that the greatest mistakes are made in trying to conserve by using cheap materials, etc. Trying to save a few hundreds or a thousand dollars by doing the job cheaply and using cheap materials or labor and the hiring of cheap, foggy or inexperienced architects to plan your front are methods of great waste.



PLAN OF NEW ARCADE FRONT OF C. W. KLEMM, INC., STORE, BLOOMINGTON, ILLINOIS



VIEW OF C. W. KLEMM, INC., FRONT, BLOOMINGTON, ILLINOIS. DISPLAY BY ELLSWORTH H. BATES

The store front has been called the eyes of the store, and a cheap, poorly constructed, poorly planned front is like sore eyes—unpleasant to look upon, and a rather poor investment.

In some cases the remodeling may be confined to the windows, providing the upper construction is uniform and of favorable design and materials. If there is antique patchwork or old-fashioned construction above the show windows, it will increase the value of the investment by changing the whole front at the one time.

To shorten this article and to emphasize a few details that are often overlooked, the writer is going to resort to a few don't which may be of value to those contemplating remodeling on the arcade plan.

Don't start the remodeling without studying other fronts of the character that you wish to use.

Don't fail to study the effectiveness of the Marquise entrance idea and the metal and glass awning; either of these features will add individuality to your front.

Don't make the back arcade windows too shallow, six or seven feet are necessary; a five-foot window will lessen the number of unit trims, the amount of merchandise that can be shown in each unit, and the effectiveness of the displays in general.

Don't make the aisle or passage between the front and back windows less than six feet, or a baby carriage standing on one side and a customer stopped and studying a display on the other side will tie up the traffic and annoy the public. You will be wise to make this aisle spacious.

Don't lay a cheap floor in the aisle. Fancy tile is preferable.

Don't use woodwork for the mopboard in the aisle or on the street. Marble is the best and cheapest in the long run, always neat; the wood always looks dirty and requires frequent repainting.

Don't put a cheap flooring in your show windows. A high grade oak or fancy wood parquet floor

with inlaid border is advisable, as it does not require a complete covering from season to season.

Don't be deceived on your lighting system. This is perhaps the most important problem to be confronted and will require your closest attention and study. After you have decided on the best lighting system to use, send blue prints to the manufacturer whose product you have chosen, and their engineers or lighting specialists will give exact scientific estimates on the number of lights required for the utmost efficiency, etc. They will also give you detail plans for the spacing, installation and like information. Endeavor to have the lights concealed from the view of the passerby and, if possible, have them set in the ceiling.

Don't install sprinkling system below the ceiling. Reverted heads and concealed pipes are preferable.

Don't use inferior copper or brass construction and ventilating systems. The best makes are the cheapest; refuse brands that have the putty filled corner uprights, as these will leak putty and oil for a period of two years.

Don't build entrances so low that a plate glass cannot be carried through in an upright position should replacement become necessary in the back windows.

Don't overlook the placing of the doors in island and back windows. The display man's ideas should be followed in this. A long island or back window with only one entrance will prove unsatisfactory, especially if that entrance be at one end.

Don't use small plate glass or low backgrounds. Note the effectiveness of merchandise displayed in windows with larger proportions.

If a transom construction is used chipped glass panels with border design above the transom are very effective.

Don't overlook the fact that the job may be done without the transom by running the plate glass to the top without the transom bar. This plan will make a very imposing front, and will allow the



DEPARTMENT ENTRANCE IN STORE OF O. N. MAGEE, LINCOLN, NEBRASKA. DISPLAY BY CARL FRITZLER

building down from the ceiling line sufficiently to thoroughly conceal the lights and a thorough distribution of light will be thrown on the valance.

Don't forget that there are manufacturing companies who can build your backgrounds for you in a most efficient and satisfactory manner, and who can give you sketches of backgrounds in any period design, wood finish or enamel effects. This contract may be let separately and the backgrounds can be sent finished ready for installation by their own workmen. This may prove to be a time saver. The manufacturers referred to also make complete lines of wood fixtures, and by ordering display fixtures of them a perfect match can be obtained if so desired.

Don't give an order for mahogany or any equally dark wood for back arcade windows unless you figure to keep them well lighted from your artificial source light even on a bright day.

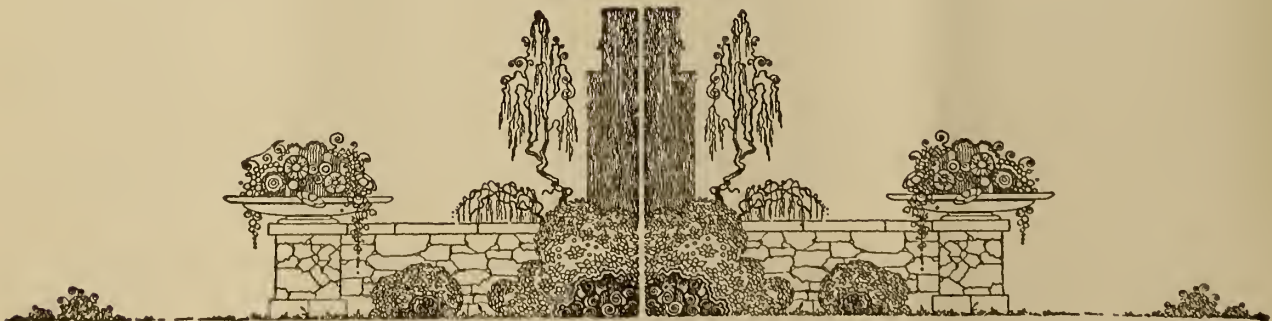
Don't forget the floor plugs and ceiling plugs for temporary lighting effects.

Don't leave posts in windows if they can possibly be eliminated by heavy beam and bridge construction.

Don't begin the planning until you have studied fronts of the arcade plan and conferred with men who have had extensive experience in this style of front. Their advice will help you perfect the job, and, who knows, yours may be a masterpiece.

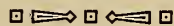
The writer wishes to explain here that previous to the remodeling of the front of the C. W. Klemm, Inc., Bloomington, Ill., two windows and a small case were found to be quite insufficient to display the many lines of merchandise that should be shown in a city where window competition is keen. An opportunity presented itself whereby the management received a five-year lease on an adjoining building and with this twenty-five feet additional window space the remodeling question was solved by the argument that the investment might not prove a paying one unless still more display space could be realized through the arcade front plan.

Conservation was resorted to in face of this fact and also that it was during the period of the world war, the outcome of which was at that time uncertain, but the increased sales, due to the greatly increased display space, have been very gratifying.



Egyptian Decoration and Ornament

Art and architecture of Egypt purely original in style, drawing inspirations directly from nature—Egyptian ornament classified in three divisions—constructive, representative, decorative—Conventional use of color—Architectural and decorative features.



By Henry Sherrod

THE more ancient the monument, the more perfect the art, is a singularity of the buildings of Egypt. All that we see shows Egyptian art in the state of decadence.

Buildings erected two thousand years before the Christian era are taken from ruins still older and more perfect. We are thus carried back to an age too remote for us to discover any trace of its origin. We can trace in direct sequence the Greek, Roman and Byzantine, with its offshoots, the Arabian, the Mooresque and the Gothic, to this parental trunk. We can only believe that the art and architecture of Egypt is a purely original style which grew with the advance of these people from their savage state, in Central Africa, and passed through countless years to the acme of perfection into the state of decline in which we see it. While this state is doubtless inferior to what preceded it is far better than all that has followed after. *The Egyptians are inferior only to themselves.*

In every other style we can trace a rapid growth from infancy built on some by-gone period to its highest point when the foreign influence was discarded to a period of decadence feeding on its own elements. In the Egyptian we find no such trace

and can only believe that they drew their inspiration directly from nature. We are strengthened in this belief when we study the ornamental structure of the Egyptians. The types are few and natural, the representation but slightly removed from the type.

The Lotus and Papyrus that grow on the banks of their sacred river, symbolizing food for body and mind—feathers of birds which were borne before kings to designate royalty—the palm branch with twisted cord for stems—these were the few types with which these people decorated their temples, their homes and palaces, their clothing and even the wooden spoon which fed them—to the boat which carried their similarly adorned and embalmed bodies across the river to their final resting place in the valley of the dead.

They followed these types in a manner so nearly like their natural form that they could but observe the same laws that the works of nature always show. We find however, that conventionalized as this is, it is ever true of their art. We are never shocked by a violation of nature's principles. On the other hand they never destroy the consistency of the representation by a slavish imitation of the pattern.



DISPLAY BY HENRY SHERROD, DISPLAY MANAGER, STEWART D. G. CO., LOUISVILLE, KENTUCKY

A Lotus carved in stone to form a graceful capital or panel on the wall as an offering to their duties was ever a conventionalized representation. In every instance it was best adapted for the purpose it had to fill, sufficiently resembling the type to call forth in a beholder the poetic thought which it was intended to give without shocking his feeling of consistency.

Egyptian ornament was of three kinds—Constructive—Representative—Decorative. In all cases it was symbolic and as shown before, formed on a few types which were but slightly changed during the entire period of Egyptian civilization.

Of the first, constructive ornament, is the enrichment of the means of support and the crowning members of the walls. The column comparatively a few feet high, or forty or sixty feet, was an enlarged papyrus, the base representing the roots, the shaft, the stalk and the capital, the full bloom flower surrounded by a bouquet of small flowers tied together by bands.

It is easily imagined that the custom of the Egyptians in early time was to decorate the wooden pillars of their first temples with native flowers tied around them and this custom continued when their art took on the more permanent form of stone. These forms once sacred, religious laws forbade a change. In fact we find this holds in all their manifestations or art.

The shafts of the Egyptian column when circular, were made to retain the idea, triangular shape, of the papyrus by three raised lines which divided the circumference into three equal portions. The cornice of an Egyptian building was decorated with feathers which appears to have been an emblem of sovereignty; in the centre was the winged globe, emblem of divinity.

The second kind of Egyptian ornament results from the conventional representation of actual things on the walls of the temples and tombs and here again is shown in the offerings to the gods or of the various articles in daily use in their paintings of actual scenes in their domestic life. Everything is portrayed not as a reality but as an idealization. It is at the same time the record of an actual fact as well as a decoration. Even their hieroglyphics explaining the pictures are placed in a symmetrical manner to heighten the general effect.

The third kind of Egyptian ornament, that which is simply decorative, doubtless had its own laws and reason for application. The variety of forms produced by the few sample types is really remarkable.

The early necessity for plating straw or bark of trees for the making of clothing, the covering of their rude dwellings or the ground on which they reposed, gave rise at first for the use of straws and bark of natural color to be replaced later by dyes which gave the first idea not only of ornament but



SPECIAL DISPLAY BY JOHN L. STARK FOR H. LIEBES & COMPANY, PORTLAND, OREGON



J. A. D. M. SWEEPSTAKES ENTRY OF WALTER E. ZEMITZSCH, FAMOUS & BARR COMPANY, ST. LOUIS, MISSOURI

general geometrical arrangement. The forming of patterns by equal division of similar lines by weaving gave to the growing people their first notion of euphonious arrangements and the proper distribution of masses.

The Egyptians in their decoration of large surfaces never appear to have gone beyond a geometrical arrangement. Flowing, graceful lines are very rare, though the beginning of even this mode of decoration, the volute form, exists in their rope ornament.

The language in which this art reveals itself to

us may be formal and stiff but the ideas and teachings it gives us are of the soundest.

As we study other styles and times, we shall see that they approach perfection just as far as they followed in common with the Egyptians, the true principle to be seen in every flower that grows.

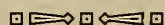
The architecture of Egypt is thoroughly polychromatic—they painted everything. They dealt in flat tints and used neither shade nor shadows. They found no difficulty however, in poetically conveying to the mind the identity of the object or thing they wished to represent.



DISPLAY BY J. B. SCHOOLER FOR DAVIDSON BROS. COMPANY, SIOUX CITY, IOWA

Essentials in Displaying Lingerie

Displaying of undergarments calls for skill and tact—Principles to govern showings of merchandise of this nature to be rigidly observed—Combinations to be avoided—How to prepare muslins for display—Wax figures appropriately employed.



FREQUENTLY, in conjunction with a showing of corsets or filmy undergarments, is a silk skirt or two used as an accessory to the group. Very often also, is the skirt utilized to cover a pedestal or stand, and in this respect if properly handled, serves also to take away the bareness of this display, and therefore forms a practical embellishment. The use of the skirt in such a point is determined mostly according to its nature, and must be so utilized as to bring out all the beauties of the individual piece while at the same time maintain the gracefulness of the general display.

Too often do display men place a skirt over a table as if it were a covering, and follow the general scheme by placing a corseted form on the center of table. This is poor form and instead of

lending grace is invariably bound to stiffen the general showing. Only silk skirts should be shown in conjunction or as accessories to a corset display. The same rule should apply to the combination of corsets and other lingerie. Knit material should not be shown in conjunction with a corset display, and, further, knit goods and muslin, or knit goods and silks should be avoided as a combination.

It is a generally accepted fact that underwear being of two kinds of materials presents fundamental rules applicable to each individual character of merchandise. Muslin underwear on account of its usual trimmings of embroideries, laces and ribbons offers a greater medium for attractiveness and beauty than does the knit—though it must not be assumed that knit underwear cannot be displayed



LINGERIE DISPLAY BY CARL W. AHLROTH FOR UNION CLOTHING CO., COLUMBUS, OHIO



SILK LINGERIE SHOWING BY CLARENCE E. DUFF FOR THE LEADER STORE, MARIETTA, OHIO

in excellent units presenting most attractive and pleasing effects. However, display men have long since agreed that it is a violation of good taste to utilize muslin and knit underwear in the same display.

Care should be exercised in the preparation of muslins before displaying as in most cases this merchandise is received from the manufacturer folded and pinned and frequently padded with various colored tissue paper. These paddings are often in colors best suited to bring out the design on merchandise, but not always suitable for or in harmony with the general color scheme as evidenced through the window setting. It is in repadding with desired colors that one should be careful so as to avoid the unevenness and wrinkles so likely to result from poor or careless workmanship. If garments are to be shown folded see that they are pinned securely and free from wrinkles. Much skill is necessary in making a compelling and attractive display of muslin underwear, and because of the filmy characteristic of the material too often does a result effect itself in a meaningless conglomeration of merchandise with garments impossible of distinction. As in other types of merchandise underwear should be exhibited in such a manner as to bring out its characteristic lines.

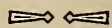
High-grade muslin underwear should be shown gracefully in an unconventional arrangement, and is best presented in groups. Glass shelves and pedestals of various heights are popular fixtures in the showing of undergarments while stands and

cross pieces are practically indispensable. If the boudoir arrangement is employed there should be the proper employment of furniture, such as dressing table, chiffonier and chairs. A wax figure or two in this setting is most appropriate and resultful.

In the first illustration we see an excellent lingerie display in connection with the boudoir setting and its impressiveness is striking. This rather elaborate setting was made by Carl W. Ahlroth for the Union Clothing Company, Columbus, Ohio, and proved a most attractive and profitable display. In addition to the use of full-form figures metal stands were most cleverly advantageously employed. It is interesting to note the cleverness of the display man as evidenced through the pleasing method through which the bases of stands were covered. Another interesting point is the draping of a beautiful silk garment over the lower cross piece of chair. Cretonne was most appropriately used here while the wood-work and furniture pieces were finished in ivory.

The second illustration presents an entirely different style of treatment and fixtures. The background was in panel effect in deep buff at the bottom shading gradually to a light yellow at the top with stippled effect in colors of brown, yellow, red, dark and light blue. The architectural design, or frames, were in a royal blue with touches of gold. The center panel presented a fall scene over which grape vines in autumn colors entwined around the trellis effect. Silk cords in yellow and gold finished the rich, colorful background. The floor was of com-

position board squares of light and dark brown with a deep brown centerpiece. The stands making up the end units were finished in blue and gold to harmonize with the background. Just in front of the scenic painting and to the right of the center was a large French basket finished in gold, and on a gold stand filled with fall flowers. In the center was an ivory bedroom chair, over which was draped a gown. Enameled waist forms were used to good advantage in this display in bringing out the daintiness and handiwork of the various garments. All under garments were in flesh tint. Hosiery, toilet water and unique bottles of perfume were appropriate accessories and added to the general effect. Tall arched metal stands and small T stands covered with flesh color silk were used. This display was recently arranged by Clarence E. Duff for The Leader Store, Marietta, Ohio.



Display Masterpiece

ALLYN DEAN, display manager for the Crescent store, Spokane, is credited with the most beautiful display ever built in the Northwest. Recently, while thousands of visitors were in the city, Mr. Dean put on a display that was a center of attraction. Spectators stood entranced; one woman confessed to coming back after looking at the display two hours. The entrance doors were removed

and plate glass set in so that the entire arcade was in full view. A veritable oriental palace was erected. At the back of the arcade a drop curtain was hung showing a Turkish conservatory with a fountain in front. Leading to the drop curtain were ten pillars on each side, hung with oriental rugs and tapestries. Because the display was of rich Oriental furnishings, it was necessary to provide skillful lighting. The entire lighting system of the arcade was removed and in its place were hung Oriental lamps. Search lights were placed along the sides at various angles so that every part of the arcade was brilliantly lighted and the lights were of such color as to bring out the richness of the color scheme. Two searchlights at the front of the store were directed on the back ground.

Beautiful palms and vines, rare paintings, odd bits of Oriental bric-a-brac and cases were installed and fine pieces of furniture were arranged through the long salon. Figures in natural attitudes reposed on the lounges or stood as though conversing, and gave the touch of life to the scene. The display was a masterpiece in originality, mechanical skill, and display work.

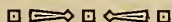
The next big displays which Mr. Dean will feature and which are being looked forward to are the Chinese Prayer Garden, and Christmas morning scene.



ORIENTAL DISPLAY BY ALLYN DEAN FOR THE CRESCENT, SPOKANE, WASHINGTON

Period Furniture Windows

Good home furnishing displays needed—The power of genuine home settings portrayed through windows creates strong appeal to home-loving public and in this way brings the shop to the home—An Italian setting



By Paul F. Lupo

I N the art of window-display work there is an evident lack of effort on the part of display artists to make strong efforts towards home settings in window displays. Through constant observation I have noticed that the average department store selling home furnishings makes very little effort towards proper home interior displays with selling punch to them. This is also true of many furniture stores.

A great many furniture stores neglect back grounds to their display; consequently, the window display is part of the store display. This neglect, of course, is not because the window artist lacks ideas about home making, which he desires to convey to the mind of the passerby, nor can it be that the business of selling home furnishings is so unimportant that the merchant considers it unprofitable to pay close attention to the matter of telling the public of the service his organization can render the home-maker.

The great possibilities that exist in a home-

furnishing store to attract the eyes of the public, and to educate them to better homes are phenomenal. I state this with all sincerity. Both merchant and window men should make every possible effort towards presenting correct living-rooms, dining-rooms, bedrooms, boudoirs, dressing rooms, breakfast rooms, kitchen, hall, sun parlor, porches, gardens, etc. These displays should be carefully planned in detail as to atmosphere, balance relationship of one article to another, color harmony that will please the most exacting person. In other words, home displays should be arranged to meet the approval of every passerby. One should not work to his own personal taste, as that may be limited as to general expressions.

The principal objectives that one must keep in mind are that the window home-settings must portray an inviting atmosphere, warm, real, friendly, and sincere, even when a room is empty of the persons who live there. A window look-in must be alluring, perhaps more because the sense of intru-



DINING ROOM DISPLAY BY PAUL LUPO, BARKER BROS., LOS ANGELES, CALIFORNIA

sion is lacking; the very walls must sing with a spirit of being lived in.

Having touched upon the main subjects of importance, I will mention now the period settings.

One particular point I want to mention is that it is of utmost importance for the window man to study period interiors, general interior construction, painting, glazing, high-lighting, polychrome coloring, antiquing in general, draperies, fabrics, upholstery material. One must be a designer to create ideas that are purely interior decorative ideas. One should study the five architectural orders that assist materially in planning.

Under my own personal direction for each home setting change, we draw up floor plans for placing our furniture in units, in order to leave proper layout, and assistants can follow out plans leaving special items of importance such as draperies, pillow, bric-a-brac, piano drapes, scarfs, flowers, etc., colors of same for proper distribution in care of the Display Director.

For instance in arranging an Italian Renaissance display, the first thing to consider is the rug. This should be of a very fine shinnel of taupe color, possibly a blue border, or all plain. It is of great importance to leave the floor quiet or should I say,

neutral. The border of the floor should be either parquette or of Italian carara marble in 10 x 15 inch slabs. The marble should be an excellent camouflage or it will look bad and spoil it all. Marble effect should be soft gray. This marble effect is done on composition board, laid down in large sheets 4 x 10, 12 or 14 feet long to suit your window. The walls could be of Caen stone effect slabs, stippled heavy and in Caen stone color.

Wall backgrounds should be constructed to meet the measurements of the furniture. If, for instance it is a dining room, backgrounds should be planned to set off the sideboard, serving table, china cabinet. A dining room should give that air of formality when needed, refined, inviting, dignified. Italian floral painting should be evident on portraits, the sideboard heavily carved, large polychrome colored fruit bowl containing fruit, real or artificial, should be present. Sideboard scarfs, table scarfs of Italian filet or heavy embroidered gilt scarfs with applique design such as used in Italy are proper. Italian *candelabra* on sideboard or server, large twin vases on sideboard, or *candelabra*, either is appropriate. Hand wrought iron objects should play a prominent part, such as floor lamps of wrought iron, polychrome with parchment shade painted.



AN ENGLISH AND ITALIAN SETTING BY PAUL LUPO, BARKER BROS., LOS ANGELES, CALIFORNIA



LIVING ROOM WALL ARRANGEMENT BY PAUL LUPO, BARKER BROS., LOS ANGELES, CALIFORNIA

Dining room chairs should be upholstered in a daring cardinal red Frecsett tapestry or a blue delft velour. Then there are the paintings for the walls in frames and beautiful portieres, lamp shades, window drapes, pillows, bedspread, canopies, telephone screens, folding screens, china, patterns. All of the above are made for the windows and between the motion picture people and the public we sell the entire display furniture and accessories, because we plan them with the idea to get results.

Now to get back to where we left off covering dining room chairs—for instance, if blue is put on chair we match that to the blue border on the taupe rug. Portieres also match the chairs or rug. Same blue and other colors are worked out on candelabra shields, lamp shades, scarfs, and to relieve the monotony of too much blue, we would use antique red vases, red dahlias, dark color dinner ware with dark red design and oil paintings to correspond with color scheme. Silverware service for side-

board, tea wagon, server table, etc. This same scheming applies to living rooms, bed rooms, breakfast rooms. It is an endless chain of ideas worked out to keep windows fresh with new designs in period furnishings, and the never ending style changes of window drapes, portieres, valances, etc. Color schemes are worked out continuously, and there is no opportunity to get tired of creating. This kind of work should be a joy and happiness to one, because there lies your success in your efforts: to love your work.

One word in regard to types of furniture. I was speaking of Italian Renaissance. As we all know, Italian castles and residences are all of heavy construction, therefore, heavy construction type of furniture was designed to balance with the dwelling; so when making a setting of Italian style, one should keep in mind to balance all accessories for that room to meet desired results of balance and relationship.



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

Published on the Fifth of Every Month by

The Merchants Record Company

J. F. Nickerson, President and Manager.

Edw. H. Fox, Vice Pres. and Adv. Mgr.

James W. Foley, Editor

T. A. Bird, Mgr. Service Dept.

5707 West Lake Street - - Chicago, Illinois

City Office, Room 511, No. 163 West Washington St.

Telephones, Austin 1303 - 1304

EASTERN OFFICE: Suite 5001 Woolworth Building, New York City
Telephone 7363 Barclay

OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

****In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.**

****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

** Copyrighted by the Merchants Record Company*

September, 1920

Tax Revision to Stimulate Business

THAT brokers anticipate better business following favorable action on the proposed tax readjustment is evident from the reports issued from a number of well known organizations. Paine, Webber & Co., Chicago brokers say:

"One factor that deserves special attention is the strong prospect for a readjustment of the federal tax burdens during the coming year. There is no doubt that whatever change is made will be favorable and that this will prove to be a great stimulus in business and financial circles.

"The money market is expected to show improvement toward the end of the current year, and while it may not admit of extensive speculation in stocks before that time, some substantial market movements could readily take place on transac-

tions of moderate size, owing to the reduced available supplies of stocks at the relatively low average prices.

"With better money conditions, it is reasonable to expect that the irregular deflation of commodity prices that has been seen during the past months will become less prominent and some expansion and recoveries in business volume should materialize."



Correct Use of Flag

CLEMENT KIEFFER, JR., display manager for C. A. Weed & Co., Buffalo, N. Y., has obtained from H. H. Meyer, chief bibliographer, Washington, the following extracts relative to the correct use of our flag in conjunction with displays:

There is no Federal law now in force pertaining to the manner of displaying, hanging or saluting the United States flag or prescribing any ceremonies that should be observed in connection herewith.

It has been suggested that as far as possible the hanging of the flag should be restricted to suspending it from a flag pole, in the regular way, and not to displaying it otherwise; that for purposes of decoration only the national colors should be arranged in the form of bunting and not used in the form of the flag; that if it is nevertheless the desire to use the flag for decorative purposes it should always be hung flat whether on the inside or the outside of buildings, with the union to the north or east, so that there will be a general uniformity in the position of the union of each flag displayed; that the flag should rarely be displayed in a horizontal position or laid flat; that under no circumstances should it be hung where it can easily be contaminated or soiled, or be draped over chairs or benches to be used for seating purposes, and that no object or emblem of any kind should be placed above or upon it.



E. R. Dean at Dayton's

DISPLAY men and merchants throughout the country will be interested in the announcement that Edward R. Dean, recently of St. Louis and Chicago, has been made display manager of the Dayton Company, Minneapolis, Minn., succeeding Walter Nelson, for several years in charge of the display work of this great institution. In Mr. Dean, the Dayton Company has secured the services of an artist of rare capabilities, so frequently manifested during his many years in display work and which has placed him among the real greats of the display profession.

Mr. Dean has been connected with several retail institutions of great importance, but the Dayton post finds him with an organization second to none, and where he will have at his command all the materials and assistance possible for a store to give. Mr. Dean's executive ability is one of his most powerful qualities and big things are predicted of him in his new location. He began his duties at Dayton's August 16, and on that day was the honored guest of the Minneapolis Display Men's Association at lunch.

Opposition to New Display Association

MUCH interest and no small amount of criticism has manifested itself in display ranks since the published reports in eastern papers to the effect that a new display men's association is in the process of formation. The criticism is directed at the reported intention of the new body to deprive assistants in display departments from enjoying the privileges of immediate membership. Aside from this, display men see great advantages in the proposed organization since it is planned to be a branch of the International Association of Display Men, and with such affiliation could be a tremendous influence in the eastern territory. However, until the disagreeable restriction is removed it will hardly meet with approval from the rank and file of I. A. D. M. members.

In an open letter, Homer H. Seay, display manager for Walker Dry Goods Co., Charleston, W. Va., who, in addition to being one of the championship display men of the world, is one of the most influential and important men of the I. A. D. M., opposes the new organization on the grounds that the restriction of assistants is in violation of the constitution of the I. A. D. M., and any organization maintaining a constitution prohibiting a display man employed in the profession three or more years could not, because of this very fact, be affiliated with the parent Association. Mr. Seay's letter follows:

If we are to believe reports in daily papers and house organs there is an organization on foot in New York that threatens the very life of the International Association of Display Men.

The I. A. D. M. encourages local clubs and state organizations so long as they are affiliated with the parent body.

Now comes a report from New York that there is soon to be organized what will be known as the "Metropolitan Display men's Club." The object of this club will be to organize the display men of the East "from Pennsylvania to Maine," not as members of the I. A. D. M. but of the said M. D. M. C.

The by-laws of the I. A. D. M. state that any display man who has followed the profession for three years, or more, is eligible to become a member. It is the object of the M. D. M. C. (as stated in the published reports) to exclude all display men who are not heads of the department—or in other words, "at the beginning only display managers will be taken in." This is contrary to the policy of the I. A. D. M. which Association owes what it is today to the "small man," who has worked hard to build up a creditable organization, an organization which the so-called "big men" is now anxious to join.

This article is not written with any feeling of animosity, as most of the gentlemen mentioned as leaders in the new organization are personal friends of mine, but I sincerely believe that if any such organization is formed as is proposed it will be detrimental to our old parent organization.

With the splendid set of officers elected for the ensuing year the old I. A. D. M. should grow as it has never grown before, and I am sure that every display man will assist these officers in every way possible to see that it does grow.

Faternally,

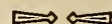
HOMER H. SEAY.

Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington, Ill.
W. C. Grams, Denver, Colorado
F. B. Waldo, Boston, Mass.
J. H. Roy, Quebec, Canada
William H. Richardson, Sidney, Australia
Homer H. Seay, Charleston, W. Va.
John L. Stark, Portland, Ore.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.



Our Service Department

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Metal Display Fixtures....
Outside Show Cases.....	Wax Figures.....
Show Cases	Papier Mache Forms
Clothing Cabinets.....	Electric Signs.....
Elevators	Store Lighting.....
Store Seating.....	Window Lighting.....
Lace Racks.....	Show Case Lighting.....
Rug Racks	Color Matching Lamps....
Curtain Racks.....	Papier Mache Decorations.
Backgrounds, Ornamental..	Artificial Flowers.....
Backgrounds, Hardwood..	Card Writer's Supplies....
Cash Carriers	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Store Ladders.....
Delivery Trucks.....	Air Brushes.....
Metal Furniture.....	Wax Figure Repairs.....
Shelving	Floors for Show Windows.
Wood Display Fixtures....	

Write in names of subjects not listed.....

.....

.....

We expect to build (.....) Remodel (.....)

Date

Name

Address

.....

Dimensions of Store.....

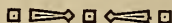
.....

.....

Cut out and mail to Service Department, Merchants Record Co., 5707 W. Lake St., Chicago.

Draping Expert Features N. Y. Show

Herman Frankenthal drapes two models for Gotham silk buyers—Two motion picture companies 'get' the "dean" in action—Tells great audience of the value of one-piece draping as the most successful way to display silks



AS a feature attraction of the meeting of the Wholesale Millinery and Color Card Association of America, recently held at the Hotel Astor, New York, Herman Frankenthal display manager for B. Altman & Company, and recognized authority on the art of one-piece draping, executed two remarkably clever drapes.

Mr. Frankenthal employed materials of great richness and beauty, and was assisted by two of New York's most beautiful models. At the meeting Gotham's biggest silk houses presented their best merchan-

current topics and events in motion picture houses throughout the country. First pictures were presented in the New York theatres on August 8.

The first illustration shows how Mr. Frankenthal



MR. FRANKENTHAL AT WORK

dise and a more elaborate showing of this character merchandise has seldom been witnessed. So successful was Mr. Frankenthal in draping his models that two motion picture companies secured pictures of the great artist in action, to be shown in conjunction with



THE COMPLETED DRAPES

starts the work of draping his model while the second photograph shows the completed work. One dress was made of blue silk trimmed with silver lace, and the other was pink silk with gold lace trimmings.

Mr. Frankenthal was one of the star demonstrators at the recent I. A. D. M. convention, held in Detroit, during which time he executed several exquisite drapes, at the same time lecturing most interestingly on the subject of one-piece draping and the value of form draping as the best way in which to display silk and fabrics.



Annual Prize Display Contest

Merchants Record and Show Window Contest for 1920-21 opens—Twenty-one valuable prizes including beautiful silver loving cup, ten gold medals, ten diplomas of merit and a number of awards for special excellence—All display men eligible.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competitions in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals or to possess a diploma of award given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive design that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value. The Diplomas of Award are hand engraved on the finest parchment, of unusual beauty of design and workmanship.

Every display man who has good windows and knows how to decorate them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of the store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S AND BOYS' CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

The first prize in each of the above ten classes is an Engraved Gold Medal. A beautifully engrossed Diploma of Award is awarded as second prize in each of the above classes.

Grand Prize—Sweepstakes Class

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restriction whatever, is eligible to enter photographs in any and all classes.

Each contestant, is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the MERCHANTS RECORD COMPANY.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1921.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked up on the back of each photograph as follows: "FOR ANNUAL CONTEST," with name and address of decorator.

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "MERCHANTS RECORD AND SHOW WINDOW" and two window decorators of acknowledged authority.

Notes from New York

Exquisite merchandise to feature Fall openings—Advance style information—Branch association contemplated—McCreery's popular method of injecting spirit of store ideals—New backgrounds installed at Saks & Co.—Display manager Beyer to have new quarters—Other news of interest.



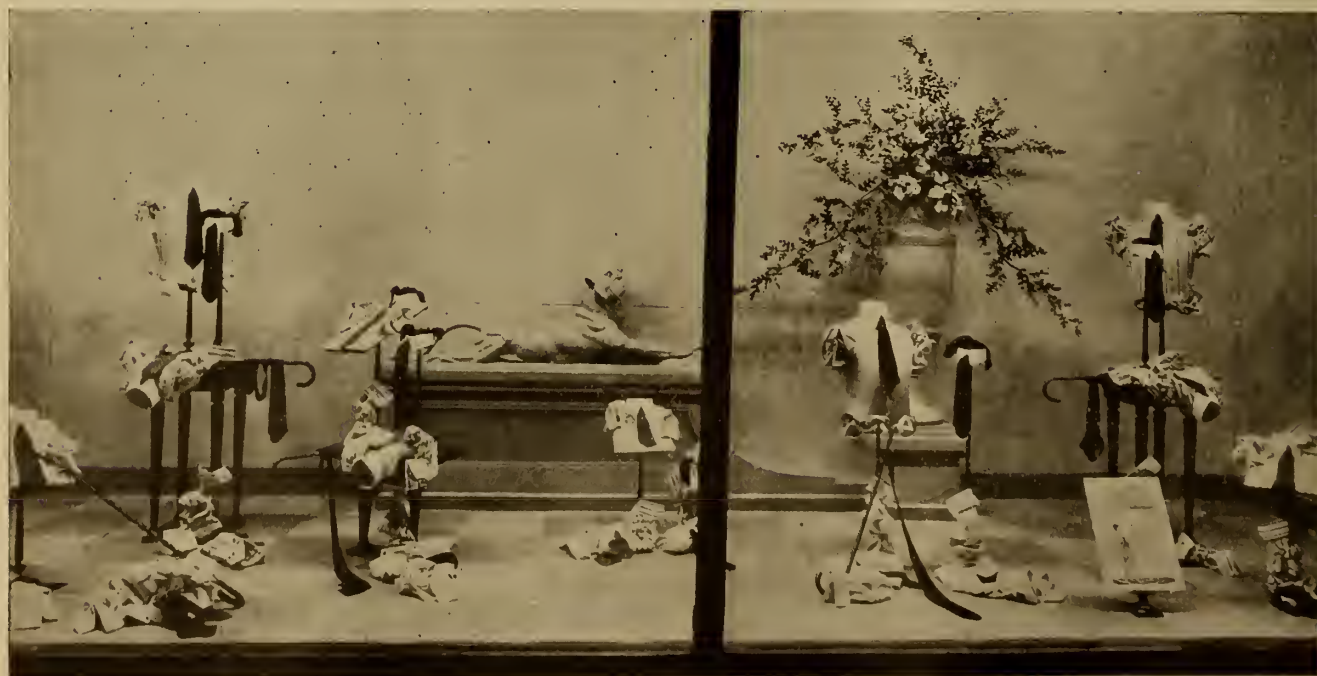
By F. F. Purdy

AUGUST is the easy month with the display managers of Fifth avenue, to a greater degree even than with others. In the first place, Saturdays are wiped off the slate entirely, and with all the fashionable people away, the windows are changed to a far less extent, sometimes, in rare instances, being kept in for ten days. As one display manager says, "Why keep putting in new windows with most of our customers away, and show our new styles for the benefit of a lot of 'yams' who stand with their noses up against the windows hard enough to almost push them in, copying our styles. The others passing are people on their way on business and women who are not in the market for the kind of goods we sell." Things will be different on "the avenue" from now on.

Display men say that fine merchandise is coming in, and style and quality are wanted to a degree by shoppers that the tendency through the fall will

be to put up finer windows than ever. The schools open here the Monday after Labor Day—on September 13, later than usual, which may have an influence toward slightly retarding the real opening of fall business—a few days. The formal "openings" of stores in all departments simultaneously are few here in New York—different from most other sections. The merchandise of various departments is brought to the front strongly, in a suitable sequence, a few kindred lines often being "bunched," so to speak. From September 15 to 30 it is anticipated that these events will follow each other, until all the finest and newest styles have been introduced to the public, each event depending upon the estimated extent of the arrival of the buying public from seashore and mountain.

One of our observant display managers comments thus on "style signs" for fall: "Black will be worn a great deal, in suits, coats, hats, etc. Squirrel



ANOTHER I. A. D. M. SWEEPSTAKES ENTRY BY WALTER E. ZEMITZSCH, FAMOUS & BARR, ST. LOUIS, MO.



EXCELLENT DISPLAY OF MEN'S FURNISHINGS BY E. J. BERG, BURGESS-NASH CO., OMAHA, NEBRASKA

will be used to quite an extent for trimming, and the outlook is that waists, suits and coats will be trimmed with it a great deal. For the trimming of gowns, beaded effects will be employed; a blue gown, for instance, will be touched up with light colored beads. Beads are coming in strong, even for children's dresses. Beaded trimming will be worn instead of stitching in fancy forms, especially on afternoon dresses.

Since the convention there has been some discussion among the trade here regarding the revival of an organization in New York among the display managers and their assistants, starting in with the latter as well as their principals as full members, which would furnish a foundation not only for a substantial membership, but promote a very healthful, cooperative and democratic spirit that could only result in good. The organization would of course be affiliated with the I. A. D. M. The Display Managers' Club of several years ago is remembered with pleasure by many. That body gave some very entertaining functions which took a lot of time and energy that were freely given. Its demise was due largely to the fact that several of the prominent and useful members changed their occupations, and the administration of affairs fell upon a few, who became tired of taking care of things. "Every dog has its day," and the Display Managers Club had a bright and fine day while it lasted.

It is a problem with the management of many a store, how to inject the spirit of its ideals throughout its personnel and the public. This problem the management of McCreery's is tackling with an

earnestness that is conspicuous. To start with the exit of the customer, there is a large and handsome sign standing high above the entrance, to be seen as she leaves, and reading simply, "Thank You." That is an excellent farewell and she goes with a good impression. High up, in the store is a framed sign, with the following words neatly lettered, as, indicating the principles sought to be promoted in the store policies: "Justice. Cooperation. Economy. Quality. Service." Those are mighty good words, especially when combined with the ideas for which they stand, in the effort to carry them into effect. Now on August 1 there was issued the first number of "The McCreerian," a semi-monthly, a progressive little publication full of helpful suggestions to the employees, and designed to bind the management and the help together in a close spirit of cooperation. A fine, strong store spirit, understood by insiders and outsiders—a spirit that is a credit to the store—is not the easiest thing to get inculcated into the general mind. It takes work and pains to do it and it is worth real money when done. McCreery's is trying to do it.

Mr. Tormey, the successor of Mr. Trehwella as display manager for Best & Co., during the past year, resigned his position there last month. His assistant, George Fink, who has occupied the same post at Best's for four years, and under Mr. Trehwella as well, filled in the breach, returning from a vacation spent at his bungalow at Seagate. Mr. Fink put in some excellent windows that attracted much favorable attention hereabouts. One of them was dominated by a blue and brown color scheme,

the floor being in blue puffed velour, with light blue velour curtains at back, across the top being hung a string of brown fall leaves. The fixtures were black Jap furniture, a table and two tabourettes, one in center, the others one at each end, these neat pieces of furniture constituting fixtures for the hat stands holding the hats making up this exhibit of millinery, which were trimmed in a beautiful new shade of brown. Another 15-foot window featured the new "Oriole" shade of brown introduced by Best & Co., and shown in a color scheme in connection with blue. The floor covering was a puffed blue velour. At one side of the back was a screen, and far opposite, a lamp. In center was a gold chair with a blue hat and a blouse favoring the Oriole hue. Displayed in the window were six blouses on figures, four in the Oriole shade and two in solid blue.

Mr. Elder, display manager of Saks & Co., has completed the putting in of new walnut back-grounds and parquet flooring. Mr. Elder has been showing new fall merchandise since the fore part of August, including some fine suits and dresses, many of the suits being trimmed with fur, especially the collars and cuffs. Some afternoon beaded dresses were shown, and beaded bags to match were shown with them. The famous Saks jewelry and bag window, which is said to directly sell more merchandise than any window in America, is at this writing dressed out with beaded bags, which are understood to be selling better than ever at

Saks'. There is always a fine showing of several descriptions of merchandise at Saks'. Some one asked an official of the company once when the Saks fall opening was to occur, and the answer was said to have been: "We have an opening here every day." This is an indication of the spirit which in New York tends to bring out the lines one after another generally in fall and spring rather than produce everything at once. If the latter were attempted, it would obviously be difficult to do justice to all the lines.

Arrangements are under way for giving the decorative department at McCreery's a fine housing. It now has one of those catch-as-catch-can headquarters in the basement that most display managers know too well. The new quarters will still be in the basement, but right under the street, the glasses hidden in the walks providing abundant natural light, while the width of the space goes beyond and comprises an area some four times that of the old one. It will contain a private office for display manager Beyer, a dummy window for lining up prospective displays and an ample supply of steel bins for the fixtures, which will all be in use by September 15. Mr. Beyer's successful efforts in his department are evidently appreciated by the management. It is understood that he has some very unique plans under way for the fall opening displays for the merchandise of the various departments. Two new men have been added to the display force lately, making five assistants



DISPLAY OF FURS BY JOHN L. STARK FOR H. LIEBES & COMPANY, PORTLAND, OREGON



HALLOW'EEN DISPLAY BY FRANK E. BIRRELL FOR FARGO-WILSON-WELLS Co., POCA TELLO, IDAHO

in all, now including E. Johnson, formerly with Lord & Taylor.

The Worth specialty cloak and suit house of 34th street has made some fine improvements in the windows under the direction of display manager Walburg. The background has been decorated in a two tone gray, with new blue carpeting and hangings.

Quite a number of display managers have been in this market from a distance during the past month, including Mr. Nichols, of R. H. White & Co., Boston, who was here the middle of August buying fixtures; Jack Darling, of Lansburgh & Brother, Washington, D. C., who is enthusiastic over the prospects of his new post; S. Larkin, of Hecht & Co., Washington, who was looking after fixtures; Mr. Vallis, of Justin Bergman, department store, Wilkes-Barre, Pa., who has just substituted a French grate front for his previous one of mahogany; Jerome Koerber of Strawbridge & Clothier, Philadelphia; J. E. Balderston, of The Cohen Co., Richmond, Va., who is making some changes in his front; Peter Rotondi, of the Monson store, New Haven, Conn., who was looking over the New York store fronts preparatory to installing a new front at the Monson store. The foregoing are signs that there is a great deal in the line of improvement going on in the trade for the fall and that department and specialty stores everywhere are going to put the best foot forward for business, notwithstanding the fact that merchandise men have been keeping the lid on quite

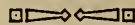
firmly regarding purchases of stocks of all kinds of goods. Here in the Metropolitan district there is much improvement under way and contemplated, with Mr. Tishman, with Hahne & Co., Newark, putting in a new grate front; Mr. Vosburg, at Macy's, changing his background to a soft gray and installing a large taupe colored rug made in one piece to fit each window, as well as arranging for new fixtures and bringing out something "just a little different," which many will watch for with interest; Mr. Elder, of Saks & Co., thoroughly rejuvenating his front; and the big improvements noted in our last at Abraham & Straus still going forward to completion. In the latter case the public curiosity is being whetted by signs encouraging patience, which will be amply rewarded when the front of the fine store is finally opened up.

Mr. Frankenthal, at Altman's, is getting ready for the installation of a fine front of the fall silks on September 8, in the display of which a new fixture of his own design will be used, similar to one which he created a decade ago, and which will still further facilitate the effective draping of the fabrics. The Duplan silk people have just contracted with Mr. Frankenthal to take charge of the draping and arrangement of their large booth at the great silk exposition which will be held in February next at the Grand Central Palace.

Mr. Vosburg, display manager for R. H. Macy & Co., recently had in three fine windows featuring comforts up to \$175 and blankets up to \$48, which attracted much attention,

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

WHILE on my way to a suburban train the other evening I bought, at retail, a large basket of large size cantaloupes containing, to be precise, twelve melons for sixty cents.

In all the quick lunch rooms throughout the loop, twenty cents is charged for a half melon. Under such conditions it would seem as though the masses could teach the hash joint a lesson by refraining from eating them and if everyone fond of this dainty would tell the manager what he thought of such robbery it would certainly be beneficial.

Apropos of this subject let us turn to cardboard. Last year I bought six ply crated two side board for six-sixty a hundred. Today the paper houses of the country have the unlimited nerve to ask eight-eighty.

It is apparent we cannot make signs without cardboard, but I cannot help but advise some way to beat the paper trusts.

Where a store is using the regular metal frame sign holders for halves, quarters and eighths, I would certainly, if I had a store of my own cut down from eight ply to four ply. For smaller cards I would go the limit in thinness.

Another thing, if these regular metal frames are used it is practical to leave a card sign in them and letter signs on a heavy book paper and slip in front of the card sign which will prevent the paper blowing through. Even in your own city wall paper dealers will often have delicate tints that can be purchased cheap. If the showcard color is not too wet the paper will not wrinkle. Firms using ten and twelve ply board for rigidity and not using sign stands, can effect a saving by buying stands and using lighter board.

We were always a wasteful—the most wasteful of all nations—because our resources were so great, but today it is an expensive thing to use eight ply for a two by four ticket when a four ply will do.



DIE CUT PRICE TICKETS ESPECIALLY ADAPTABLE TO SHOE AND HAT SHOWINGS

Formal Opening

Much has been said about brushes. It matters little, whose brush you use—if it suits you, you have a good brush. Until you reach that stage you must flounder around a little, just like when you learned to swim.

When you buy a new brush dip it in water. Train hair flat by passing between ball of thumb and index finger. If there are several hairs extending beyond the rest, take a safety razor blade, rest brush on a piece of cardboard and trim off the extenders. Don't attempt to cut off the ends of all the hairs. For single stroke Roman work I would sooner use a redsable rigger than any other brush.

Today there is a great demand for lettering. There's no use in standing still. Try and take up something a little beyond your capacity. Try hard. For example, take the "Formal Opening" strip. Here's a card carefully lettered in old English. After the ink is dry it was shaded as follows. A wash was made of Payne's gray artist color to

which a little lamp black was added to darken same. The card is then placed in a vertical position, that is standing on end straight in front of you. Beginning of sign nearest your body. The stroke of letter was a quarter inch wide, caps two and one-fourth, lower case, one and one-half inches high. Choose a square end lettering brush that will make a quarter inch stroke or a number

Boulevard Link Bridge
A Sixteen Million Dollar Project
Great Lakes Dredge & Dock Co.
Contractors

twelve rigger. Wash well. There must be no trace of red or a gray wash will be ruined. Charge your brush and train flat. Get a soft blotter, the real old fashioned white pulp blotter, no paper pasted on top. With sign on end in front of you start shading "g", drawing your hand from left to

*A special sale
of handsome
Silk
Georgette Blouses
in styles that
for actual value
are unequalled
4.85*

**Boys
Play Suits**
*The rough and
tumble kind*
Sizes two to nine years
\$1.39

Black Charmeuse Satin

*Also in Navy Blue
Fine soft Lustrous Finish*

\$ 2⁹⁵ yard

2

Smart Autumn Millinery

*Early Selections
are advised*

3

right in a horizontal line. You will notice at the bottom in some cases where instead of stopping, the brush is drawn quickly along in a connected series of common eyebrow shaped curves. Care should be used to get every shadow the same distance from the letter. The wash should be a light gray.

You will find after about three letters are shaded you can blot carefully by a slow easy pressure and get a uniform shade throughout the whole line. After this wash is dry you add a little more lamp-black to the gray wash and with a small brush making about a strong sixteenth stroke, make a darker line right over edge of the gray shade. Lettering and shading of this kind must be done on mat board—shading is not practical on coated board. Lettering of this kind is used on photo groups, picture mats and diplomas. The lettering is best done with a waterproof ink.

Notice the "Boulevard Sink Bridge" specimen. Here is a good style for mats used on framed pictures. Original was six inches long. Number two and one-half and three plus used. If a gray mat was used, a white or gold line could be used for underscoring. Photographers and picture framers have much of this work to do. It pays, too.

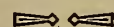
One thing that even many skilled workers fail to realize is getting contrasts with the same pen. Notice for example Card Number Two, lettered throughout with a two and one-half pen. In the two top lines, caps were one inch high, lower case, five-eighths strong. The two lower lines, caps three-eighths, lower case one-quarter inch. The contrast is marked, the card simple and effective.

Notice Number One. This too, with the same sized pen. Cards Three and Four with number one and two and one-half pens.

Notice ragged effect on card Number Four in letters "u" and "i". This is something to avoid. Try to get smooth endings.

Several die cut price tickets especially adapted to shoes and men's hats are shown.

It perhaps is hard for a beginner to know when a pen is working right. No set rule can be given, but old pens worked smooth are the best. There are a dozen men in the states who stand foremost in pen lettering. All are engaged in a special line—namely, the lettering of or engrossing of diplomas and resolutions of sympathy or testimonials, etc. There isn't a one of these men that would think of heating a pen in a match flame or permitting an employee to do so.

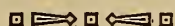


Fashion Show for Hutchinson

A WINDOW display contest will be held in conjunction with the Fall Fashion Show to be held at Hutchinson, Kansas, beginning September 9. Prizes will be awarded in twenty classes and practically every retail store in the city will be entered in the competition. J. H. Everetts, display manager for Pegues-Wright Dry Goods Company, and president of the Kansas Association of Display Men, will enter the contest, his first in that city, and since Mr. Everetts has won many prizes in national contests considerable interest will be directed to his work.

Word comes from Hutchinson that it is quite probable that the 1921 convention of the Kansas Association of Display Men will be held in that city. The president, Mr. Everetts, is in favor of the transfer of convention city and is supported by display men and merchants of Hutchinson. Topeka was the city chosen at the May convention, but since an organization has been perfected in Hutchinson and President Everetts has located in that city, the Topeka display men are agreeable to awarding the meeting to the former city. Topeka staged a most successful meeting in 1919 and materially assisted in the success of the 1920 event at Salina.

The Art of Full Form Draping



By O. E. Wheete

PERHAPS no phase of the general profession of window display has had a greater development in its application and use, and in its effect on the shopping public than the art of full form draping. In recent years this branch of the work has become one of the most important of all phases of display.

There is, however, a wide difference of opinion in various sections of the country and in the different character stores relative to this subject, said difference affecting the practicability of the full form draping as the best method. This difference, or I might say, the opposition to full form draping is in most part due to the failure of many display men to give the proper thought and time to this art regardless of the fact that some very effective drapes may be executed in a comparatively short time.

One often hears the remark among display men—"I don't bother to drape figures," but this very attitude is in itself evidence that the display man who utters it is not giving to his employer all that belongs to him. Then there is the development of the individual himself, the perfection of his display knowledge and ability which should be the incentive for granting proper time and study to all items affecting the profession in which he is employed. Spend a few evenings in the study of draping and one will be surprised at the development in knowledge of the subject. Any number of suggestions and ideas are presented to one who is interested and once that interest is developed the work is fascinating to an unusual degree.

Drapes well designed and properly executed form a sure business tonic—and that should be the first thought of the progressive display man.

The many fashion magazines and business papers devoted to the retail merchandising fields present hundreds of valuable suggestions, and invariably the detailed descriptions accompanying the illustrations designate the complete course of draping in addition to specifying respective materials and colors as well as combinations. Another means of collecting ideas for drapes may be had in a study of ready-made garments.

In draping a full form the real beauty of the fabric can be best brought out and many important details and essentials in the gown are presented, and also can the laces and trimmings so generally used be shown to the best advantage. It is also

true that the average full form drape is subject to a closer examination than that given the same materials when placed on stands or employed in another manner. This is possibly due to the "style" the drape represents as well as to the fabric used.

Great attention to details is essential in successful drapes—but be quick. Give most of the time



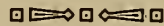
DRAPE BY O. E. WHEETE, TULSA, OKLAHOMA

to study and design. Ten to twenty minutes I claim should be ample time for any drape.

The drape presented in conjunction with this article is of the simple type—the materials used being all-over brocade silk over drape of spangle flounce—a touch of ostrich feather trimming completing the figure. This drape was completed in ten minutes.

Development in The Use of Artificial Flowers

Practically every display man urges use of artificial flowers and foliage in window and store decoration — Perfect vehicle for carrying out color scheme and lends grace and charm — Increasing employment of novelties



By Robert O. Johnson

IN the last twenty years the use of artificial flowers for window decorations has had a marvelous growth. Not only with the larger stores, but we find that the smallest merchants realize the wonderful results obtained by using artificial flowers in their windows as well as for interior decorations. Some of the most wonderful effects obtained in the windows of the largest stores in the country have been brought about through the use of artificial flowers, carrying out a color scheme that is almost beyond comprehension, and giving the window a grace and charm that cannot be accomplished in any other way.

The wide awake display man of today realizes

that window decorating without artificial flowers would be considered almost dead advertising. The up-to-date advertising man uses sketches of flowers along with his advertising which goes to show that the use of artificial flowers in the windows has had a wonderful effect not only upon the window display department but also has been carried to the advertising as well.

Artificial flowers are to be seen in the windows of the best stores everywhere and serve as a fitting accompaniment for the finest merchandise. The colors can be made to harmonize with the color scheme of the background and in this way the artificial flowers have taken their share of growth along with



SUGGESTION FOR SETTING BY A. G. STEN PROVIDING FOR PLEASING FLORAL TREATMENT AND BIRD NOVELTIES

the background for windows. Very often the most wonderful background in the country would lose the soft shades of color and appear to be rather stiff and cold looking without flower decorations.



UNIQUE FLORAL TREE DESIGNED BY CARL GOETTMAN

In all kinds of show windows the use of artificial flowers has become very necessary in carrying out the color scheme in the windows. Specialties of all kinds can be given a certain refinement and distinction by the use of these flowers. There is another great feature in why we should use artificial

flowers, and that is featuring the five different seasons: Fall, Christmas, Spring, Easter and Midsummer.

Along with the use of artificial flowers there has been a large amount of novelties used, such as flooring, draperies of velour, birds and parrots of papier mache, all to be used in the same color scheme as the flowers.

Artificial palms and trees are being used to decorate all kinds of stores and the merchants find them very helpful in filling in on top of show cases, and in taking away the bare look in corners of rooms. The special features of this decoration is the low cost and their durability. Artificial flowers are also used very extensively in theatres, cafes, and for home decorating:—this only showing a few of the many places artificial flowers are being used all over the country.



EDWARD K. LUMMUS, first vice-president of the International Association of Display Men, and display manager for Almy's Limited, Montreal, Can., was a conspicuous figure at the recent convention of the National Shoe Retailers' Association of Canada, held at Montreal. In addition to directing the displays in conjunction with the fashion show, a feature which proved one of the strongest drawing cards at the convention, Mr. Lummus captured first prize in the window display contest.



DISPLAY BY CARL W. AHLROTH, COLUMBUS, OHIO, SHOWING ATTRACTIVE FOLIAGE ARRANGEMENT

International Association

of

Display Men

First Vice-President

EDW. K. LUMMUS, Almy's, Ltd.,
Montreal, Canada.

Second Vice President

KARL M. AMDAHL, The Palace,
Spokane, Wash.

Third Vice President

G. R. MACGREGOR, Hudson Bay
Co., Winnipeg, Canada.

Treasurer

L. A. ROGERS, John D. Mabley,
Detroit, Mich.

President—CHARLES F. WENDEL, The J. L. Hudson Co.,
Detroit, Michigan.

Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids,
Michigan.

An Educational
and Business Organization

Executive Committee

RICHARD MYERS, The Emporium,
St. Paul, Minn., Chairman.

Program Committee

B. F. MILLWARD, Mannheimer
Bros., St. Paul, Minn., Chair-
man.

Publicity Committee

JAMES W. FOLEY, Chairman,
5707 W. Lake St., Chicago, Ill.

Speakers Bureau

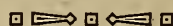
C. J. POTTER, 231 W. 39th St.,
New York, N. Y., Chairman.

Membership Committee

CARL GOETTMAN, Joseph Horn
Co., Pittsburgh, Pa., Chairman.

Financial Report of Program Chairman

Report of C. F. Wendel discloses excellent condition of treasury—
\$1,747.23 turned over to Treasurer, L. A. Rogers



THE following report will be of great interest to all members of the I. A. D. M., and is just another evidence of the great success of the Detroit convention, and a substantial testimonial to the ability and effort of those men who staged the big meeting. This report is submitted by Charles F. Wendel, now President of the I. A. D. M., and who, as Chairman of the 1920 Program Committee, was the big factor in the convention success. The report:

Receipts For Convention

From banquet committee.....	\$1,578.00
For space in exhibition and extra partition and painting.....	5,120.00
For program space.....	1,175.00
Electric work and current.....	254.00
Express to Peoples Outfitting Co.....	50.00
Show case hire.....	30.00

Total collections.....\$8,207.00

Disbursements For Convention

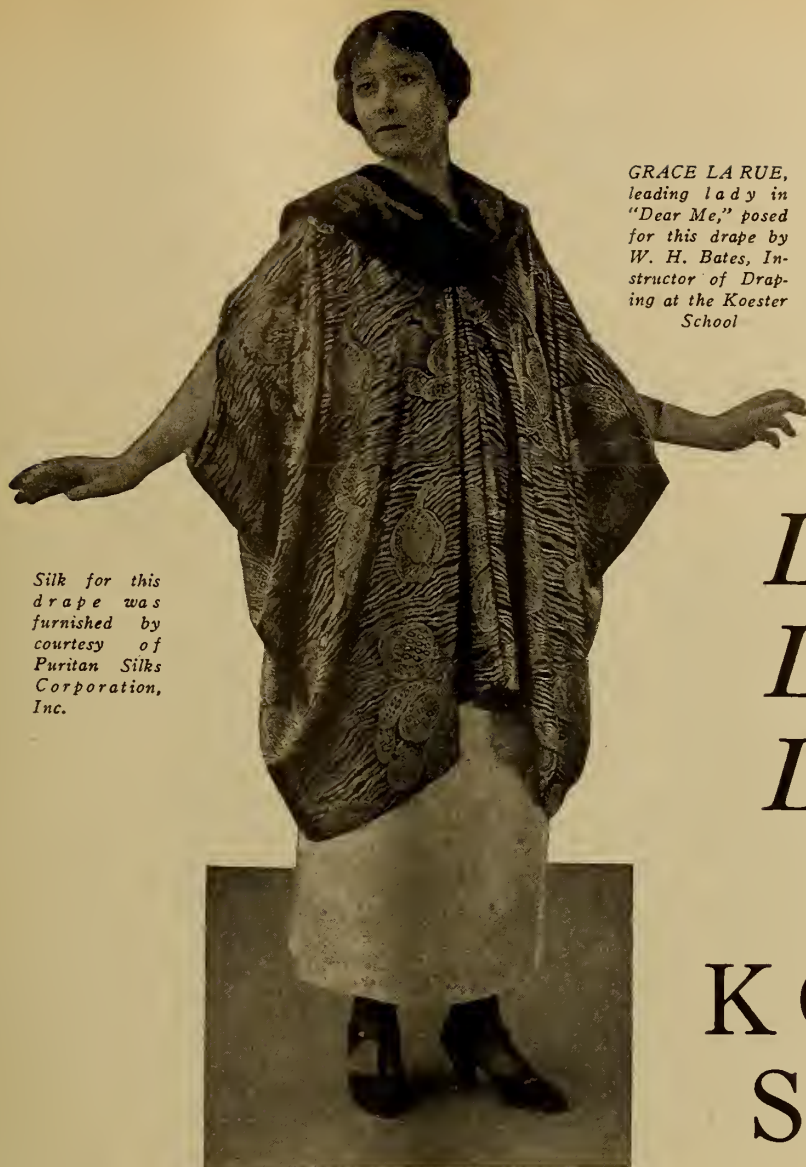
Hotel Statler for banquet.....	\$1,545.00
Arcadia Hall—Rent from July 9 to 17, and telephone, electric sign, breakage and damage, etc.....	1,615.60
Watchman and detective service—sweep- ing and porter service.....	342.00
Electrical work and current used by ex- hibitors.....	254.00
Demonstration platform, muslin signs and lumber for photograph exhibit— tacks, wire, etc.....	229.07
Carpenter work, making furnishing and constructing partitions on first floor....	1,140.00
Box hauling and storage.....	72.00

Show case hire and hauling.....	36.00
Band at Auditorium.....	80.00
Printing programs and cuts for same.....	430.63
Membership badges.....	55.00
Competitive prize medals.....	57.25
Convention report.....	127.00
Telegraph and telephone—postage; includ- ing notices to manufacturers, mailing blue prints, answering hotel reserva- tions, acknowledging photos for con- test, etc.....	114.20
Rubber stamp and pad—stenographic work and office help, answering correspon- dence from beginning of notice—March first up to date.....	84.00
Three assistants at hall for secretary and typewriting machine.....	52.50
Printing—including exhibition diagram, ballots, tickets, notices, postal cards, register cards, etc.....	126.40
Zinc cuts and special cuts for diagram, etc.....	26.40
Blue prints of hall for manufacturers use for sale of space.....	20.00
Express sent to Peoples Outfitting Co. by exhibitors.....	52.72
	<hr/>
	\$6,459.77
Receipts for convention.....	\$8,207.00
Disbursements.....	6,459.77

Balance\$1,747.23

Respectfully submitted,

CHAS. F. WENDEL,
President, I. A. D. M.



GRACE LA RUE,
leading lady in
"Dear Me," posed
for this drape by
W. H. Bates, In-
structor of Drap-
ing at the Koester
School

Silk for this
drape was
furnished by
courtesy of
Puritan Silks
Corporation,
Inc.

Live Wire Live Model DRAPES

are taught at the
**KOESTER
SCHOOL**

TO be an Expert Display Man you must know how to drape goods artistically and quickly. The Koester method of Draping is acknowledged to be the very best. It is the result of the life study of Mr. Albert A. Koester, the master draper of our time.

Learn More—Earn More

The quicker you learn more about your work the quicker you will increase the size of your salary. The man who puts off from day to day, and year to year, his opportunity of learning quickly all the intricacies of his calling, soon is outdistanced by all the more ambitious young men who take advantage of thorough training given at the Koester School.

Efficiency in any line of work is what counts. This is especially true in doing advertising, and window display work. The more efficient you are in this work the more valuable you are and the more will you find in your pay envelope.

Procrastination in this matter is keeping money out of your pay envelope every week.

ALL OUR STUDIES ARE EXPLAINED IN OUR BIG YEAR BOOK

This book should be in the hands of every clerk and merchant—it outlines the way to the greatest possible success for you in your future work. It shows the work of many of the thousands of successful Koester men. It shows you how you can study at home and pay in easy monthly payments, or how you can attend the school and devote all your time to study under close, personal supervision of the best instructors in the world. Window Trimming is the only study we do not teach by mail.

*The best time to attend the
Koester School is NOW*

THE KOESTER SCHOOL

314 S. Franklin Street, CHICAGO

The Window Display Center of the World

Detroit Convention Delegates

* Indicates old members of the I. A. D. M.

** Indicates new members of the I. A. D. M.

ALABAMA

Birmingham	* Robt. Clark, J. Blach & Son.
Birmingham	C. E. Derrick, Ideal Millinery Store.
Birmingham	** Ray R. Williams, Loveman, Joseph & Loeb.
Mobile	* H. M. Fisher, L. Hammel Dry Goods Co.
Mobile	* W. E. Renauld, C. J. Gayfer & Co.
Montgomery	* T. M. Stewart, Leonard, Fitzpatrick, Mueller Co.

ARKANSAS

Little Rock	** H. G. Cranston, The M. M. Cohn Co.
-------------------	---------------------------------------

CALIFORNIA

Santa Ana	* Robert W. McKnight, Rankin Dry Goods Co.
Stockton	* Bayard T. Foss, Stockton Dry Goods Co.

COLORADO

Colorado Springs....	** Will F. Flett, J. C. Penney Co.
Colorado Springs....	Wm. E. Snyder, Barnes-Wood Co.
Trinidad	* A. C. Mees, Jamieson House Furn. Co.

FLORIDA

Jacksonville	* J. P. McGriff, Furchgott's.
--------------------	-------------------------------

GEORGIA

Atlanta	* John C. Mackey, M. Rich & Bro. Co.
---------------	--------------------------------------

ILLINOIS

Alton	* George H. Juttemeyer, George H. Juttemeyer.
Bloomington	* Elsworth H. Bates, C. W. Klemm, Inc.
Bloomington	* A. Frederiksen, Mayer, Livingston & Co.
Bloomington	* W. W. Yeager, Wolf, Greisheim & Sons.
Champaign	* A. E. Schiodt, W. Lewis & Co.
Chicago	Arthur V. Fraser, Marshall Field & Co.
Chicago	Ralph H. Kramer, The Lederer Co., 735 East 68th St.
Chicago	* Howard C. Oehler, W. A. Wieboldt & Co.
Chicago	* A. Pazaska, Runkel Bros., 29 E. Lake St.
Chicago	* A. H. Tennyson, Oscar Mayer & Co., 1241 Sedgwick St.
Danville	* C. J. Guenther, Meis Bros.
Decatur	* Clark M. Uhler, Linn & Scruggs Co./
Decatur	* Arthur L. Squires, H. S. Gebhart Co.
Galesburg	* A. L. Cooper, Doyle Furniture Co.
Galesburg	* Tom Stone, O. F. Johnson Co.
Herrin	* Harold F. Karle, The Herrin Supply Co.
Kankakee	William C. Baum, W. S. Vanderwater Clo. Co.
Kankakee	E. H. Manus, Block & Co.
Kankakee	* Ed O'Malley, Chicago Store.
Kewanee	F. O. Glander, W. H. Lyman & Co.
Kewanee	* Karl P. Wyntor, Scott & Pollitz.
Milford	* J. Earl Grietz, Gillfallan Bros.
Peoria	Dan Hines, Clark & Co.
Peoria	* Fred King, Block & Kuhl Co.
Peoria	* W. J. Randolph, O'Brien-Jobst Co.
Peru	* Harold R. Penning, Walther Drug Co.
Quincy	** George R. Busch, The Model Clothing Co.
Quincy	* Robert Ickes, Halbach-Schroeder Co.
Quincy	* John T. Mackey, Kespohl-Mohrenstecker Co.
Quincy	* W. A. Montgomery, W. T. Duker Co.
Rockford	Harry W. Nelson, Hess Bros. & Co.
Rockford	* S. S. Stevens, Ashton Dry Goods Co.
Waverly	** Guy W. Bradford, Bradford, Weise & Co.
Wood River	* Wm. O'Neil, Wm. O'Neil & Co.

INDIANA

Crawfordsville	* Warren M. Parrish, Geo. W. Graham Co.
Evansville	* Ben J. Ragsdale, The Andres Co.
Greensburg	* Miss Hildreth Funk, Minear Dry Goods Co.
Hartford City, Ind.	* Arthur D. Abbott, The Erwin Co.
Kokomo	* Paul J. Gattis, Thalman-Levi Co.
Kokomo	Edward J. Humpe, Wm. H. Turner Co.
Kokomo	D. A. McIntosh, D. A. McIntosh.
Kokomo	** Clyde A. Simmonds, W. H. Turner Co.
Lafayette	* Otto B. Mercum, Reifers Furniture Co.
Linton	* Bernard A. Pierson, Ben Buck Clothing Co.

Muncie	** C. J. Priest, C. J. Priest.
Peru	** Liel K. Cypherd, Peru Merc. Co.
Peru	* Walter Hutchinson, John S. Hale Co.
South Bend	* Wilbur M. Rantz, The Ellsworth Store.
Terre Haute	* W. A. Fread, A. Herz.
Terre Haute	A. S. Manus, L. N. Rottmann.
Terre Haute	** W. Larkin McCurry, Siegel's.
Valparaiso	* S. L. Buchanan, Specht-Finney Co.
Valparaiso	* Loyal W. Wood, J. Lowenstine & Sons.

IOWA

Burlington	* Hugh S. Smith, John Boesch Co.
Cedar Rapids	* J. E. Hardwick, Armstrong-McClenahan Co.
Cedar Rapids	* C. E. Wilson, The Killian Co.
Des Moines	* Jack Cameron, Harris-Emercy Co.
Des Moines	* H. E. Mueller, Oransky's.
Ft. Dodge	* Arthur T. Carlson, Boston Store.
Iowa City	* Ed J. Bryan, Yetler's.
Iowa Falls	* H. Lionel Webster, Kennedy & Gardner, Inc.
Newton	* Fred Wagner, Hanke & Blaylock.
Ottumwa	* A. W. Browne, S. C. Cullen Co.
Ottumwa	* O. R. Jepson, W. J. Donelon Co.
Sioux City	* J. F. Kern, Graber Dry Goods Co.
Waterloo	* Thos. W. Eaton, Jas. Black Dry Goods Co.

KENTUCKY

Danville	* L. D. Durr, Pushin Bros.
Louisville	* Frank Brownstein, Loren-Bart Co.
Louisville	* Wm. H. Kreis, Kaufman-Straus Co.
Louisville	* Raymond B. Schoenman, Crutcher & Starks.
Louisville	* Emil T. Witt, Levy Bros.
Paducah	** Roy Hoewischer, J. A. Rudy & Sons.

LOUISIANA

Shreveport	* C. H. Hunt, The Stag Clothing Co.
Shreveport	* H. N. Padgett, Phelps Shoe Co.

KANSAS

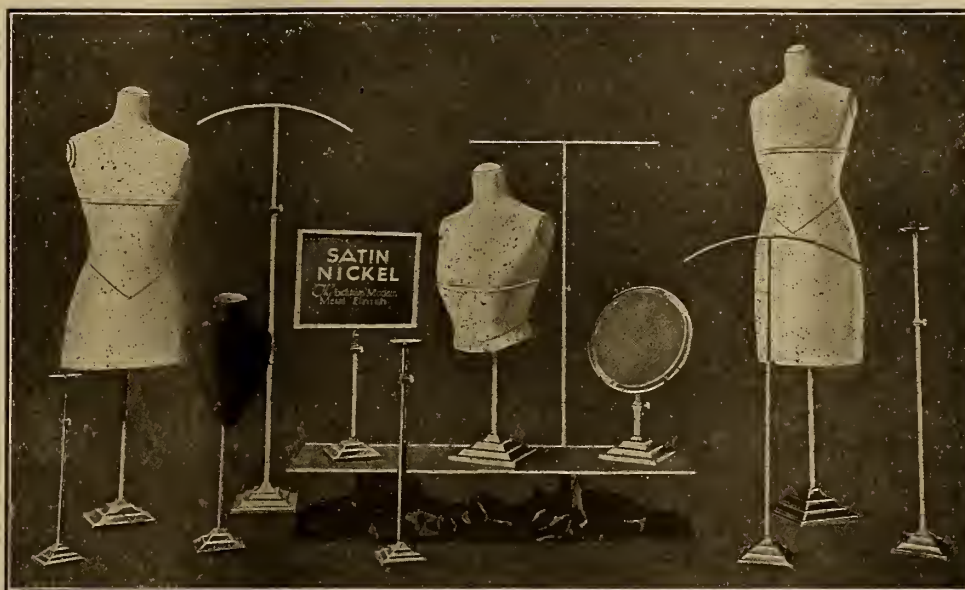
Hutchinson	* A. W. Cunningham, Rorabaugh-Wiley D. G. Co.
Independence	B. F. Tennimeire, Laderer Clo. Co.
Topeka	* H. E. Parrett, Warren M. Crosby Co.
Topeka	* R. T. Whitnah, Crosby Bros. Co.
Wichita	* J. H. De Witt, Cohn-Hinkel Dry Goods Co.
Wichita	E. Leo Harris, Rorabaugh Dry Goods Co.
Wichita	* R. L. Hawkins, Dunn Merc. Co.
Wichita	Lucian Murnane, Spines Clothing Co.
Wichita	* F. O. Reyer, The Balle-Brodersen Co.
Wichita	* Harry W. Tobey, Greenfield Bros.
Wichita	* Paul Schultz, Danforth & Scott.

MICHIGAN

Ann Arbor	** P. Shepenel, Mack & Co.
Ann Arbor	** Karl A. Schlecht, Ludenschmitt-Appel Co.
Battle Creek	* R. S. Bixby, Goeller-Grant Co.
Battle Creek	S. E. Griffin, L. W. Robinson Co.
Bay City	** Wm. G. Gees, Broas, Galloway & Co.
Bay City	* Harold J. Jonkis, H. G. Wendland & Co.
Bay City	* Adolph Kerr, Jay Thompson & Co.
Bay City	Leonard F. Kukowski, S. E. Oppenheim Co.
Flint	* H. W. Hanson, The Economy Shoe, Ltd.
Flint	* W. D. McCaughna, A. M. Davison Co.
Flint	* E. S. Mulholland, Smith-Budgman Co.
Flint	* F. Piepenbrink, The Fair.
Flint	* Lee C. Rose, O. M. Smith & Co.
Flint	C. F. Wallenak, Werrick Bros.
Grand Rapids	* T. Guy Duey, Wurzburg's.
Grand Rapids	* R. E. Haynes, A. May & Sons.
Grand Rapids	* Peter F. Hertzog, The Hub Clo. Co.
Grand Rapids	* Edw. A. Smag, Houseman & Jones.
Grand Rapids	* H. S. Van Valkenburg, Paul Steckettee & Sons.
Grand Rapids	* Fred Vander Vries, B. S. Chapin's Son.
Jackson	* D. Bratton, Gaylord Alderman.
Jackson	* Victor Carson, L. H. Field Co.
Jackson	* W. K. Kannah, Mcade-White Co.
Kalamazoo	* H. M. Brink, Gilmore Bros.
Kalamazoo	* Henry A. De Vries, Kellogg Corn Flake Co.
Kalamazoo	Harry A. Harni, Herschfield Bros.
Kalamazoo	Otto F. Gommel, J. R. Jones Sons & Co.
Lansing	* J. S. Clark, J. W. Knapp Co.
Lansing	* Otto R. Greschke, Dancer-Brogan Co.
Lansing	* Chas. E. Shaw, F. N. Arbaugh Co.
Lapeer	H. C. Pinkerton, White's.
Midland	E. W. Berryman, B. H. Carter Co.
Pigeon	Leonard W. Leipprandt, Leipprandt Bros.
Port Huron	** George W. Burns, Knox Dry Goods Co.



Buy these Beautiful Satin Nickel Fixtures
with the Exclusive Modern Metal Finish



There is nothing that reflects a more refining air to fixtures than the finish, and no finish is more beautiful than Satin Nickel.

These fixtures represent the very "Backbone" of results in the display of women's wear.

No Women's store or department is complete without them.

Full line of clever forms, wax figures and fixtures to win the Women's trade.

Write for Descriptive Matter and full information.

When in Chicago call at our Chicago office, 204 West Jackson Blvd., and inspect our latest, forms, figures and fixtures.

J. R. Palmenberg's Sons, Inc.

63-65 West 36th Street, New York

Boston
26 Kingston St.

Chicago
204 W. Jackson Blvd.

Baltimore
108 W. Baltimore St.

Port Huron..... C. S. Cochrane, Cochrane Dry Goods Co.
 Port Huron..... * B. A. Mann, Cochrane Dry Goods Co.
 Saginaw..... * Jas. I. Banks, W. C. Wiechmann.
 Saginaw..... * O. G. Fuller, The M. W. Tanner Co.
 Saginaw..... * T. M. Gray, Morley Brothers.
 Saginaw..... * Ralph Thompson, Wm. Baire Dry Goods Co.
 Saginaw..... * Earl V. Wiley, Bancroft Drug Co.
 St. Clair..... ** Arthur I. Becker, Becker Bros.
 Shelby..... * E. M. Johnston.

MINNESOTA

Duluth..... * J. E. Hopkins, Geo. A. Gray Co.
 Duluth..... * Maurice Klasky, Kelley Duluth Co.
 Duluth..... * Alexander MacDonald, Jr., Glass Block Store, Inc.
 Minneapolis..... * Otto Anderson, New England Furniture &
 Minneapolis..... * A. H. Anderson, New England Furniture &
 Minneapolis..... ** M. C. Goldman, Public Drug Co.
 Minneapolis..... * W. H. Hinks, John W. Thomas & Co.
 St. Paul..... * H. E. Bartlett, Golden Rule.
 Minneapolis..... A. W. Lindblom, New England F. & C. Co.
 Minneapolis..... * Alfred R. Mancey, Minn. Dry Goods Co.
 St. Paul..... * Peter M. Ciernia, Field, Schlich & Co.
 St. Paul..... * B. F. Millward, Mannheimer Bros.
 Virginia..... * Ernest Lostrom, A. Reid & Co.
 St. Paul..... R. B. Meyers, Emporium.

MISSOURI

Brookfield..... * L. M. Van Coutren, Calhoun-Halliburton.
 Carthage..... * R. F. Redmond, Ramsay Bros. D. G. Co.
 Columbia..... * O. L. Franklin, A. Fredendale Dept. Store.
 Joplin..... * C. C. Ford, Jackson Drug Co.
 Joplin..... * Fred Kessler, Christman's.
 Joplin..... ** P. A. Marsh, Ramsay's Dry Goods Co.
 Joplin..... * C. R. Morgenthaler, Newman's.
 Kansas City..... Alfred Dahlberg, Emery, Bird, Thayer Co.
 Kansas City..... ** Gust Krause, Harzfeld's.
 Kansas City..... Alfred P. Rothschild, Rothschild & Sons.
 Kansas City..... * Harry G. Stephenson, Berkson Bros.
 St. Louis..... * Edw. H. Lamprich, Kline's.
 St. Louis..... * Wesley V. Reed, Wolff-Wilson Drug Co.
 St. Louis..... * P. S. Williams, Scruggs, Vandervoort & Barney.
 St. Louis..... * Walter E. Zemitzsch, Famous & Barr Co.
 St. Louis..... * George W. Foster, Browning, King & Co.
 St. Joseph..... ** Ray A. Rumsey, Derge-Bodenhausen.
 St. Joseph..... * Earl H. Wells, Townsend-Uberheim Clo. Co.

MARYLAND

Baltimore..... ** George E. Muggeridge, Gas & Electric Co.
 Cumberland..... * Otto C. Smith, Smith's Tender Feet Shoe Shop.
 Hagerstown..... * R. S. Joiner, The Fleisher Co.

MASSACHUSETTS

Boston..... * Bernard R. Freeman, T. D. Whitney Co.
 Lowell..... * Lawrence N. Fregean, The Gagnon Co.
 Lowell..... * Arsene S. Lemieux, Bon Marche D. G. Co.
 Pittsfield..... ** Melvin A. Fassell, The Wallace Co.

MONTANA

Missoula..... * Max Genereux, Missoula Merc. Co.

MISSISSIPPI

Greenwood..... * G. B. Austin, Bernstein Co.
 Hattiesburg..... * Curtis L. Ferrell, Davidson's.
 Jackson..... * C. W. Drake, R. E. Kennington Co.

NEBRASKA

Omaha..... * Frank Fiala, Thompson, Belden & Co.
 Lincoln..... * R. E. Wells, H. Herpolsheimer Co.
 Norfolk..... * T. M. Mackmiller, The Star Clothing Co.
 Omaha..... * E. J. Berg, Burgess-Nash Co.

NEW YORK

Auburn..... * H. R. Claudius, Foster-Ross Co.
 Binghamton..... * Carl W. Greene, Sinon Bros. Weldon Co.
 Buffalo..... * J. Nochelski, Duffy-Powers Co.
 Buffalo..... * Wm. J. Amborski, Frank Winch Co.
 Buffalo..... * Wm. C. Baum, L. L. Berger, 500 Main St.
 Buffalo..... * J. F. Becker, H. A. Meldrum Co., 460 Main St.
 Buffalo..... * Philip J. Bellanca, Davis Bros., Ferry and Grant Sts.
 Buffalo..... * E. E. Closkey, Weed & Co.
 Buffalo..... * C. A. Cook, Wm. Hengerer Co.
 Buffalo..... * John R. Dean, Buffalo Trust Co.
 Buffalo..... * A. J. Dietrich, Liberty.
 Buffalo..... * Chas. G. Haas, U. A. Morgan Stores.

Buffalo..... * Clement A. Kieffer, Jr., C. A. Weed & Co.
 Buffalo..... * Walter R. Lantaff, J. N. Adam & Co.
 Buffalo..... * William Levy, Miller-Strong Drug Co.
 Buffalo..... * Chas. S. Mackearmin, Michael J. Leo, Inc.
 Buffalo..... * Ellwyn McEachnie, Jahraus Braun Co.
 Buffalo..... * Geo. W. Murray, Flint & Kent.
 Buffalo..... * Edward D. O'Dea, McCarthy Bros. & Ford, 75 W. Mohawk St.

Buffalo..... * Clinton J. Payne, J. K. Liggett Co., 341 Main St.

Buffalo..... * G. Stanley Robinson, Oppenheim-Collins Co.
 Buffalo..... * Mark C. Spaulding, Meng-Shafer-Held Co., Inc.

Buffalo..... * William L. Strong, Klein-Sautter Co., Inc.
 Buffalo..... * Harry L. Van Wie, Victor & Co., 514 Main St.

Buffalo..... * Jno. F. Wolfgruber, Adam, Meldrum & Anderson Co.

Brooklyn..... ** G. B. Rooney, Abraham & Strauss.

Corning..... ** Chas. E. Bostunck, The Wing & Bostunck Co.

Jamestown..... * G. Hjalmer Gustafson, M. R. Nelson D. G. Co.

Little Falls..... D. B. Reardon, D. B. Reardon.

New York City..... * John H. Beyer, James McCreery & Co.

New York City..... ** Andy G. Elder, Saks & Co.

New York City..... * Herman Frankenthal, B. Altman & Co.

New York City..... * E. Munn, Franklin Simon & Co.

New York City..... * Charles A. Vosburg, R. H. Macy's.

Niagara Falls..... * C. L. Clark, Silberberg Bros.

Niagara Falls..... * Benj. C. Nemeschy, Beir Bros.

Niagara Falls..... * Wm. J. Wright, Niagara Dry Goods Co.

Perry..... Clarence Rice, Boyce & Wright Co.

Rochester..... * Wm. E. Bevan, Sibley, Lindsay & Curr Co.

Rochester..... * John F. Loock, National Clothing Co.

Rochester..... * Harmon B. Martin, Rochester Display Fixture Works.

Rochester..... * Harry S. Nelson, McFarlin Clothing Co.

Rochester..... * E. Dudley Pierce, Sibley, Lindsay & Curr Co.

Rochester..... * E. Kelsey Scott, Ming-Shafer-Held Co., Inc.

Rochester..... * S. G. Shafer, Ming-Shafer-Held Co., Inc.

Saranac Lake..... * Russell A. Young, W. L. Leonard Co.

Tonawanda..... J. B. Feeney, J. B. Feeney & Co.

Poughkeepsie..... * Edward S. Seeley, Luckey, Platt & Co.

Utica..... * Wm. J. Sanger, J. B. Wells & Son Co.

NEW JERSEY

Newark..... * William Tishman, Hahne & Co.
 Union Hill..... * F. Johansen, A. Holthausen.

NORTH CAROLINA

Charlotte..... * J. O'Crowley, Little-Long Co.
 New Bern..... * E. A. Miller, S. Caplon & Son.
 Wilmington..... ** H. V. Jenkins, S. Lipinsky Sons Co.
 Winston-Salem..... A. H. Hilker, Gilmer's, Inc.

NORTH DAKOTA

Valley City..... * Edwin Bioom, Straus Clothing Co.

OHIO

Akron..... J. T. Gallaway, Goodyear Tire & Rubber Co.
 Akron..... ** F. J. Hardesty, The C. H. Yeager Co.
 Akron..... ** Samuel J. Kuhn, The C. H. Yeager Co.
 Akron..... * D. W. McGraw, J. Koch Co.
 Akron..... * Geo. E. Mueller, Goodyear Tire & Rubber Co.
 Akron..... ** M. H. Sloman, Goodyear Tire & Rubber Co.
 Akron..... * R. J. Spencer, A. Polsky Co.
 Alliance..... * Frank Bilodeau, Peirson's.
 Bellevue..... H. E. Dock, E. A. Stranahan.
 Canton..... * George Hewitt, The Stern & Mann Co.
 Canton..... * H. A. Ray, H. M. Horton Co.
 Canton..... * Carl G. Kelly, Seitzer's.
 Canton..... * Arnett J. Ritter, The Robinson Co.
 Canton..... * R. B. Strawn, Wolfe's Display Service.
 Canton..... * Howard Wernet, Seitzer Co.
 Canton..... * C. S. Wolfe, Wolfe's Display Service.
 Cincinnati..... James N. Donahue, The Fair Store.
 Cincinnati..... * Chas. E. Fleshmann, The Dow Drug Co.
 Cincinnati..... Joseph J. Hauser, The Frank Feldhaus Co.
 Cincinnati..... * Edward J. Thuning, Rollman & Sons Co.
 Cincinnati..... * John F. Weber, The Mabley & Carew Co.
 Cincinnati..... * F. R. Eugel, Browning, King & Co.
 Cleveland..... ** Emil W. Gerst, The Stearn Co.
 Cleveland..... E. A. Gage, The W. H. Quinby Co.
 Cleveland..... Edward F. Gillen, Gaylord Clothes.
 Cleveland..... ** R. M. Hollister, Kinney & Levan Co.

Get Ready for Fall Business

Card Writers and Sign Painters should
stock up NOW with

"Perfect Stroke" Brushes and Supplies

There's a mighty busy Fall season ahead and you'll need the right equipment to enable you to increase your output—to turn out better work in less time.

"PERFECT STROKE" brushes and supplies assure an even, perfect stroke—no retouching is necessary—they're time-savers.

*Every size and style at reasonable prices.
TODAY send for my newest catalog.*

Bert L. Daily

126-130 East Third Street

Entire Fourth Floor

DAYTON, OHIO



Beautiful Southern Greens— the Ideal Decorations for Fall

Use Nature's own exquisite decorations for your spring windows. We have unlimited facilities for supplying you with every variety of southern green—fresh from the woods.

Southern Wild Smilax—This is the daintiest and most satisfactory green foliage decoration to be had. Graceful, easily handled, costs little, and lasts long.

Case	Contents	Weight	Price
No. 1	100 sq. ft.	15 lbs.	\$1.00
No. 2	200 sq. ft.	20 lbs.	2.00
No. 3	300 sq. ft.	25 lbs.	3.00
No. 4	400 sq. ft.	30 lbs.	3.50
No. 5	500 sq. ft.	40 lbs.	4.00
No. 6	600 sq. ft.	50 lbs.	4.50

Long Needle Pines—Long, glossy needles and beautifully marked stems—lasts almost indefinitely. Packed in paper lined burlap. Per doz., \$1.25; per 100, \$7.00.

Magnolia Foliage—The leaves are a rich glossy green on top and a soft, velvety brown beneath. A most beautiful and lasting decoration. Packed in same size cases and same prices as Smilax.

Southern Gray Moss—This is a novel and harmonious decoration especially adapted to hanging baskets, festoons, wall or post treatment, etc. Per 25-lb. bag\$3.00

Fadeless Green Sheet Moss—Ideal for window floors and can be used in a great variety of other ways. Harmonizes with all kinds of merchandise. Per bag, about 100 sq. ft.\$4.00



Southern Wild Smilax

Order from this ad—we guarantee absolute satisfaction

All Prices F. O. B. Evergreen, Ala.

KNUD NIELSEN

Evergreen, Alabama

Cleveland.....	M. Lewis, Lewis Bros.	Tulsa.....	* Wm F. Helfrich, Hunt Co.
Cleveland.....	* O. A. Luke, The Higbee Co.	Tulsa.....	* G. E. Wheete, Vandever's.
Cleveland.....	A. R. Manus, American Eveready Works.	Tulsa.....	* O. E. Wheete, Halliburton-Abbott Co.
Cleveland.....	Fred Olson, The Bailey Co.		
Cleveland.....	* Wm. H. Penney, Rawlings, Agnew & Lang.		
Cleveland.....	** Jack Zealor, John Mectes Sons.	Portland.....	* Malcolm J. B. Tennent, Meier & Frank Co.
Columbus.....	* Carl W. Ahlroth, Union Clothing Co.		
Columbus.....	* F. W. Brickner, Max H. Rieser Co.		
Columbus.....	* O. C. Orth, A. E. Pitts Co.		
Columbus.....	J. M. Piper, Morehouse-Martus Co.	Allentown.....	* Eugene S. Shankweiler, Will H. Koch, 942 Hamilton St.
Columbus.....	Carl H. Shank, Kohacker's.	Altoona.....	* John F. Herbert, The Gable Co.
Dayton.....	* Chas. R. Andress, Rike-Kumler Co.	Braddock.....	* James A. McLean, Katz & Goldsmith.
Dayton.....	* Harry H. Cowan, Rike-Kumler Co.	Braddock.....	L. Mendel, Mendel's.
Dayton.....	* L. F. Dittmar, Rike-Kumler Co.	Carnegie.....	** Lee Wilson, W. W. Edinger Co.
Dayton.....	* Benjamin Groban, Fashion & Irwin's.	Connellsville.....	** C. E. Huss, Wright-Metzler Co.
Dayton.....	* Albert Keve, Willner Bros. & Co.	Harrisburg.....	** Jos. Seltzer, Dives, Pomeroy & Stewart.
Dayton.....	* Henry W. Lins, The Louis Traxler Co.	Johnstown.....	Wm. E. Gillespie, John Thomas & Sons.
Dayton.....	** H. H. Peeling, The Fair.	Johnstown.....	* H. J. Chadwick, Penn Traffic Co.
Dayton.....	** Lee Roy Roeser, The Cappel Furn. Co.	Lancaster.....	* Harvey M. Shaas, Watt & Shand.
Dayton.....	* H. O. Sauer, National Cash Register Co.	Lancaster.....	E. C. Weaver, M. T. Garvin & Co.
Dayton.....	* Geo. B. Scott, The Metropolitan Co.	McDonald.....	** Jules E. Carlier, Toggery Shop, J. C. Levin.
Findlay.....	* Harold C. Walker, C. F. Jackson Co.	McKeesport.....	* Ben Marowitz, Nugent's.
Elyria.....	** H. A. Burton, Lewis Mercantile Co.	Meyersdale.....	** L. H. Deal, Miller & Collins.
Elyria.....	** Frank M. Veibeck, C. H. Merthe & Co.	McKeesport.....	* Max G. Gold, The Famous Co.
Greenville.....	* Wm. H. Carmey, Eikenberry & Christopher Co.	New Castle.....	* C. H. Barton, New Castle D. G. Co.
Greenville.....		Oil City.....	* Alfred Hoag, C. H. Smith Sons Co.
Lima.....	* Ray Fryman, Palace Dept. Store Co.	Oil City.....	** W. H. Johnston, The Printz, Inc.
Lima.....	* E. V. Boyd, Leader Store.	Philadelphia.....	* Jerome A. Koerber, Strawbridge & Clothier.
Medina.....	* Scott Carl, G. E. Bleum Co.	Pittsburg.....	John Miller, Sanders Candy Store.
Lorain.....	* W. R. Curry, Medina Dry Goods Co.	Pittsburg.....	* Benj. H. Alpen, National Display Service.
Lorain.....	James J. Howath, The Lorain Dry Goods	Pittsburg.....	A. T. Benitz, A. F. Lanicher, 419 Federal St., N. S.
Marietta.....	* Karl W. Kurtz, Albin Bros. Shop.	Pittsburg.....	* C. W. Brown, McCallum Co.
Marion.....	* Walter K. Best, The Turner-Ebinger Co.	Pittsburg.....	* B. W. Christophel, Frank & Seder.
Marion.....	* Walter E. Arthelm, Jim Dugan.	Pittsburg.....	* Harry Cohen, Lewis Neiman Co.
Marion.....		Pittsburg.....	* Carl F. Goettmann, Joseph Horne Co.
Middletown.....	** Otis G. Harrman, Uhler Phillips Co.	Pittsburg.....	Bruno Warmbt, E. W. Nuttig.
Middletown.....	** Charles Warren Klinefelter, Frank Bros. Co.	Reading.....	Frank Ennenhout, Dives, Pomeroy & Stewart.
Middletown.....	E. O. McCurry, The F. Cappel Furniture Co.		
Mt. Vernon.....	** Raymond H. Osborne, A. A. Dowds D. G. Co.	Scranton.....	Charles Ellison, International Corres. Schools.
Northwalk.....	* Loyal C. Stout, C. F. Jackson Co.	Sharon.....	G. W. Hubbard, W. W. Moore Co.
Portsmouth.....	* John Y. Dalton, Martings Bros. Co.	Sharon.....	* R. T. Shaffer, The Gluck Stores Co.
Sandusky.....	A. F. MacMillan, The Hub & Myers Co.	St. Marys.....	Albert F. Marsh, Ball, Karl & Hyde Co.
Sandusky.....	* Armand H. Schnell, Butts & Son.	Uniontown.....	* A. V. Bates, Wright-Metzler Co.
Shelby.....	Homer Bowers, M. B. Mann.	York.....	* Wm. C. Knoderer, Bon Ton Dept. Store.
Springfield.....	Geo. H. Bauer, Kaufman's.		
Strasburg.....	* R. H. Garver, The Garver Bros. Co.		
Summit.....	* Frank Hischke, Fildtke Bros.	Providence.....	* Howard C. Craft, Belcher & Loomis Hdwe Co.
Tiffin.....	* E. D. Leidy, The F. K. Holderman Co.	Providence.....	* J. Ponce, Dimond Co.
Toledo.....	* Arthur Marshall, Lasalle & Kock Co.	Providence.....	** Fred J. Wagner, Shepard Co.
Toledo.....	* James McDonald, Lasalle & Kock.		
Toledo.....	* A. J. Becker, The Lamson Bros. Co.		
Toledo.....	* Thos. K. Bodell, Thompson-Hudson Co.		
Toledo.....	* C. A. Bush, The John Mockett Co.	Chattanooga.....	* Preston W. Voigt, McClure Clo. Mfg. Co.
Toledo.....	* Claude L. Clary, La Salle & Koch Co.	Knoxville.....	R. J. Baiter, Anderson-Dulin & Varnell.
Toledo.....	* H. L. Emory, W. L. Milner Co.	Memphis.....	* A. E. Baer, J. Goldsmith & Sons Co.
Toledo.....	* Will E. Flint, Jr., Thompson-Hudson Co.	Memphis.....	* J. F. Bronsing, Bry, Block Merc. Co.
Toledo.....	* Fern L. Kettel, Lamson Bros. Co.	Memphis.....	* M. A. Winn, 1665 Lamar Bvd.
Toledo.....	* Geo. J. Klein, La Salle & Koch Co.	Nashville.....	* Walter B. Werner, Castner-Knott Co.
Toledo.....	* Paul E. Landis, Shasteen Studios.		
Toledo.....	* Arthur Wm. Merry, B. R. Baker Co.		
Toledo.....	C. J. Niehouse, Nopper-Salm.	Beaumont.....	* O. G. Kuler, White House D. G. Co.
Toledo.....	* Melvin A. Pease, Gross Photo Supply Co.	Beaumont.....	Geo. E. Newland, Rosenthal's.
Toledo.....	* Walter Rabman, La Salle & Koch Co.	Dallas.....	** D. Byrd Coleman, Titcher-Goettinger.
Toledo.....	* M. J. Rydman, The J. J. Freeman Co.	Fort Worth.....	* D. Kuykendall, Monnig Dry Goods Co.
Toledo.....	* Joe Ronan, La Salle & Koch Co.	Fort Worth.....	* A. L. Meadows, Washer Brothers.
Toledo.....	* Robert Stuart, W. L. Milner & Co.	Houston.....	Jack Ralston, Levy Bros. Dry Goods Co.
Toledo.....	* Chas. W. Sullivan, S. S. Kresge Co.	Laredo.....	** P. J. Matzow, Aug. C. Richter's Dept. Store.
Toledo.....	Albert W. Teal, La Salle & Koch Co.		
Toledo.....	* Wm. H. Teal, La Salle & Koch Co.	Paris.....	* Lex Myer Buchanan, Burton-Peel D. G. Co.
Toledo.....	* Adolph C. Wach, Thompson-Hudson Co.	Paris.....	* L. L. Wilkins, Jr., Crook-Record Co.
Toledo.....	* F. W. Whitney, Tiedtke Bros. Co.	Plainview.....	* Allison B. Chambers, Carter-Houston's.
Toledo.....	** P. E. Greiner, W. L. Milner & Co.	San Antonio.....	* G. H. Patrick, Washer Bros. Co.
Wadsworth.....	** Samuel Klein, Klein Bros.	Temple.....	** C. C. Leatherwood, Raddy Brothers.
Youngstown.....	Harry W. Baker, Chas. Livingston & Sons.		
Youngstown.....	* Morris L. Black, Strauss-Hirshberg Co.		
Youngstown.....	* J. F. McNamara, B. McManus Co.		
Youngstown.....	* Loran C. Morris, The Geo. L. Fordyce Co.		
Zanesville.....	* C. M. Shrider, A. E. Starr Co.		
OKLAHOMA			
Muskogee.....	* Ross H. Loomis, Walk-Over Boot Shop.		



Natural
Preserved
Fireproof
Heather
Tree

RICH, SHOWY, INEXPENSIVE
Autumn Decoratives at Prices that Defy Competition

Beech or Oak Branches, natural preserved, fireproof, 3 to 4 ft., best selected stock in red, green and tan or a combination of these colors blended in each branch to create a wonderful autumn effect, per 100 \$10.00

Natural Preserved Heather Tree, with Papier Mache Stand and Jardenniere, total height 5 ft.; complete, \$10.00; per dozen.....\$100.00
Heather Trees can be furnished in any design or color, and will make splendid window or interior effect. Price of other size gladly furnished.

Maidenhair Ferns—Fireproof, selected sprays in green, autumn shades or any color. Per 100.....\$4.50

Asparagus Ferns—Natural preserved, all colors, 18 to 24 inches. Per 100\$6.00

The above are just a few numbers from our big line of Art Floral Decorations to show you our low prices on standard, high-grade goods. We will be glad to submit samples free of charge.

J. HARTWIG CO.

28-32 Pellington Place, Brooklyn, New York

Show Rooms, 24 West 30th St., New York City



Be the First
to display this beautiful bust of
Senator Warren G. Harding

in your city. Direct from the studio of George H. Honig, Indiana's foremost artist and sculptor. Life size, 19 inches high, base 8x10 inches, egg shell finish.

Prepare Now for Election Day.
Delivered Express Prepaid, for

\$5.00

Send money order or check with order.
Quantity prices upon application.

A. P. LAHR & SON, Evansville, Ind.



Newest self standing
tango form

A GOWN displayed upon this graceful, classic Frankel tango figure is doubly enchanting to the woman whose eye you want to reach.

Established 1888

1146 Broadway
at 27th St.



Phone
Madison Square
1490



MINNEAPOLIS CLUB THAT WILL ASSIST IN STAGING 1921 I. A. D. M. CONVENTION

WISCONSIN

Appleton.....	* A. D. Weller, Thiede Good Clothes.
Fond du Lac.....	* C. L. Atkinson, J. C. Penney Co.
Janesville.....	** H. W. Duncan, Chas. A. Levy.
Janesville.....	** Louis Sitner, J. M. Bostwick & Sons.
La Crosse.....	* Carl A. Semsch, Wm. Doerflinger Merc. Co.
Madison.....	** A. Andelson, Andelson Bros.
Madison.....	* A. W. Bareis, Crescent Clo. Co.
Madison.....	* Wm. T. Diesen, The University Co-op.
Madison.....	* Robert N. Keeley, Keeley-Nickerman Co.
Madison.....	* Leo. J. Fay, Keeley-Nickerman Co.
Madison.....	* Chas. Zach, Schumacher Shoe Co.
Madison.....	* Halle Olstadt, R. L. Schmedeman & Co.
Merrill.....	* George McKay, Livingston Merc. Co.
Milwaukee.....	* O. R. Keup, Boston Store.
Milwaukee.....	* Oscar W. Ramlow, Boston Store.
Phillips.....	* Abe Levitt, Levitt's.
Racine.....	* Theodore Schloerb, Schroeder Dry Goods Co.
Rhineland.....	* Herbert M. Goldberg, Goldstone's.
Sheboygan.....	* John P. Wissink, J. W. Jung Co.
Watertown.....	* Loid Atkinson, J. C. Penney Co.
Watertown.....	** Harry A. Miller, Wm. F. Brandt & Son Co.

CANADIAN LIST

Brantford.....	Geo. Sharp, Ogilvie, Foshead & Co.
Brantford.....	** E. H. Welch, E. B. Crompton & Co., Ltd.
Edmonton.....	* W. Oliver Johnson, Johnstone Walker, Ltd.
Guelph.....	* Wm. S. Hay, Wm. Hay & Sons.
Hamilton.....	** Edgar Clark, Finch Brothers, Ltd.
Hamilton.....	* Stewart N. Clark, Begg & Co.
Hamilton.....	* J. J. Fleming, G. W. Robinson & Co.
Hamilton.....	** Hugh Miller, Stanley Mills Co., Ltd.
Hamilton.....	* Alfred P. Moffatt, Grafton & Co., Ltd.
Hamilton.....	* Wm. G. More, G. W. Robinson Co., Ltd.
Hamilton.....	** W. C. Simon, R. McKay & Co.
Hamilton.....	** Gordon E. Stayzer, Shannon & Grant, Ltd.
Hamilton.....	* Fred Vollmer, Murray Sons, Ltd.
London.....	* W. R. Short, Smallman & Ingram, Ltd.
Montreal.....	* J. D. Berard, J. H. Blumenthal's.
Montreal.....	* Edw. K. Lummus, Almy's Limited.
Montreal.....	** E. Lemieux, Goodwin's Limited.
Ottawa.....	* Fred Ashfield, Bryson Graham, Ltd.
Ottawa.....	** H. R. Westlake, Murphy-Gamble, Ltd.
Regina.....	* F. A. Peachy, R. H. Williams & Sons, Ltd.

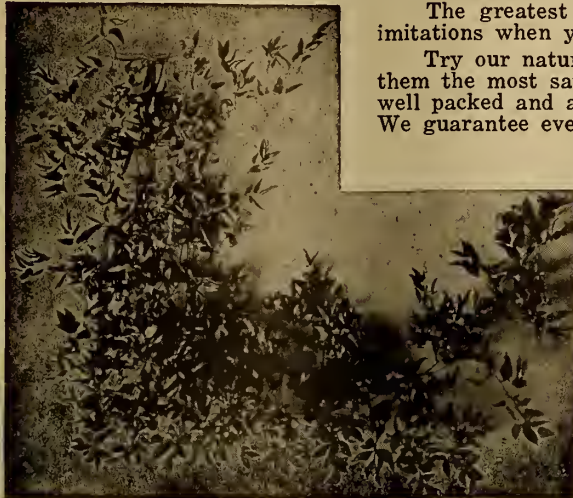
Sarnia, Ont.....	Thomas Cooper, Modern Art Signs.
Sarnia, Ont.....	Frank H. Ferguson, Modern Art Signs.
Sarnia, Ont.....	Wm. J. Burns, Modern Art Signs.
Toronto.....	A. E. Apted, T. Eaton Co.
Toronto.....	* C. H. Bray, Holt-Renfrew Co., Ltd.
Toronto.....	* W. A. Clarke, Murray-Kay Co.
Quebec, Can.....	J. H. Roy, The Paquet Co.
Toronto, Ont.....	* F. G. R. Lacey, Fairweather's, Ltd.
Toronto, Ont.....	* H. C. Macdonald, Murray-Kay Co.
Toronto, Ont.....	** E. G. Maynard, T. Eaton Co.
Toronto, Ont.....	G. H. Perry, Josephine De Witt.
Windsor.....	** J. W. Smieton, C. H. Smith Co.
Winnipeg, Can.....	** W. D. Holt, Robinson Co., Ltd.
Winnipeg, Can.....	* Gerald R. Mac Greger, Hudson Bay Co.
Winnipeg, Can.....	* H. C. Macpherson, Holt-Renfrew's.
Winnipeg, Can.....	R. H. Vankirk, Chevner & Sons.
Woodstock, Ont.....	* P. R. McLean, John White Co.
Montreal, Can.....	* J. P. Doyan, Henry Morgan.
London, England....	Edw. N. Goldsman, Selfridge & Co., Ltd., Oxford St.

DETROIT LIST

Detroit.....	* Joseph Ahrens, Lion Dry Goods Co.
Detroit.....	Max B. Anton, Kwaliti Shirt Shop.
Detroit.....	* Alvin G. Anderson, Kline's.
Detroit.....	Apex Show Card Service.
Detroit.....	* Geo. G. Arensmeyer, Gorman Clo. Co.
Detroit.....	* Roy O. Barber, Harry W. Watson Co.
Detroit.....	* Robt. J. Benning, Benning Decorating Co.
Detroit.....	* C. A. Betteridge, Free Lance.
Detroit.....	* J. H. Blecher, J. H. Blecher.
Detroit.....	* Herbert H. Bristow, Richard's.
Detroit.....	* Roy L. Brown, B. Siegel Co.
Detroit.....	* G. F. Clark, Modern Display Equipment Co.
Detroit.....	* Emile Conider, R. H. & J. Dowler.
Detroit.....	* Russell A. Corbin, Central Cigar Co.
Detroit.....	Lewis Cosgrove, Rorabaugh-Brown.
Detroit.....	* H. A. Cox, Heyn's Bazaar.
Toledo.....	* Irving J. Crabb, Stern's.
Detroit.....	* O. J. Crouse, Gray's Clothes, Inc.
Detroit.....	* Edw. F. Cushman, Schmitz & Shroder.
Detroit.....	** H. R. De Vol, Benning Decorating Co.
Detroit.....	* L. Doner, Kern's.
Detroit.....	* Hector J. Dronellard, Crowley, Milner & Co.
Detroit.....	A. F. Egalite, Miller's Jewelry Store.

Natures Own Decorations

They Cannot be Imitated—Much Less Improved Upon

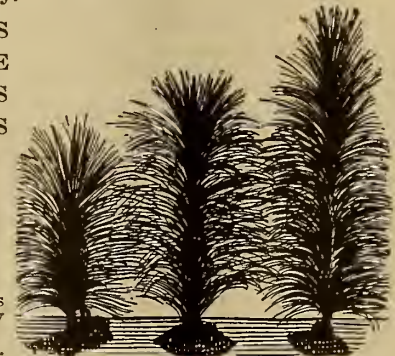


The greatest of artists can only imitate nature; so why should you use imitations when you can get nature's own unrivaled products for less money?

Try our natural Southern greens for the coming season and you will find them the most satisfactory of all decorations. They are carefully selected, well packed and are only a few hours from the trees when you receive them. We guarantee every order to be satisfactory.

SABAL PALM LEAVES
MAGNOLIA FOLIAGE
LONG NEEDLE PINES
CHAMAEROP PALMS
HOLLY
FADELESS MOSS
SOUTHERN GRAY
MOSS

All of these greens can be supplied in any quantities.
Our quotations are F. O. B. Evergreen.



Southern Wild Smilax

(Magnolia foliage same price as Smilax.)

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows. No advance in prices since war started.

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

Long Needle Pines

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$6.00
3 feet high.....	.15	1.50	9.00
4 feet high.....	.20	2.00	11.00
Assorted sizes, 2 to 4 feet.....	1.50		9.00

Extra large sizes, 5 to 6 feet, \$0.50 each.

All Orders
Shipped
Promptly

Caldwell, The Woodsman
EVERGREEN, -- -- -- ALABAMA

The New Fixture They Are Raving About

Have you ordered yours?

Our store planning and equipment department is at your service.

SHOW CASES
WALL CASES
UNIT SYSTEMS
LIGHTING SYSTEMS
BACK-GROUNDS
SHELVING
STORE PLANNING
ETC.

Prompt Service
Quick Delivery



Everything in the Fixture Line from a Clothes Hanger to a complete store

Write for our latest catalogue

"Superior Displays Bring Trade Your Way"

Single Plateau, size of top 12x24 inches, with detachable upright, complete with attachments in any finish, F. O. B. Factory, Chicago\$35.00
Uprights and attachments only, F. O. B. Factory, Chicago. 20.00
Steel Band Holder for uprights for use on counters, etc.... 5.00

Superior Brass & Fixture Co.

America's Only Complete Store Outfitters

316-318 West Jackson Boulevard, CHICAGO, ILL.

P. S.—Are You on Our Mailing List? If Not, Why Not?



An attractive window is a valuable asset. Our Fixtures make windows attractive. Send for our FREE Catalogue of Fixtures and Suggestions how to use them.

Artistic Wood Turning Works

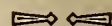
Formerly Polay Fixture Service

515 N. Halsted St., Chicago, Ill.

FIXTURES WITH A NATIONAL REPUTATION

Detroit..... Morris Elinoff, Cohn's Quality Shop.
 Detroit..... * Chas. E. Ely, Cunningham Drug Co.
 Detroit..... * William Evans, E. J. Hickey Co.
 Detroit..... ** W. Fagan, United Shirt Shop, Inc.
 Detroit..... * J. M. Fabry, National Shirt Shops.
 Detroit..... * Roy O. Faust, Weil Furniture Co.
 Detroit..... * M. J. Foreign, Finsterwald Clo. Co.
 Detroit..... * Edward Fraser, Ernst Kern Co.
 Detroit..... * L. Kunkhouse, Goldie Clothes.
 Detroit..... * S. Frankee, S. F. Bazaar.
 Detroit..... * M. E. Gibbs, Finsterwald Clothing Co.
 Detroit..... Alfred M. Gouldon.
 Detroit..... * Herman W. Greene, Modern Display Equip-
 Detroit..... ment Co.
 Detroit..... * John D. Greene, Modern Display Equip-
 Detroit..... ment Co.
 Detroit..... * J. F. Hall, 1601 W. Grand Blvd.
 Detroit..... * A. Hansen, F. G. Clayton Co.
 Detroit..... * Roy H. Heimbach.
 Detroit..... ** Fred J. Held, Sell Co.
 Detroit..... * Ray V. Holmes, Jno. Jos. Witkowski &
 Detroit..... Sons.
 Detroit..... C. H. Holmes, Crill & Co.
 Detroit..... * Arthur F. Holrauf, Detroit School of Let-
 Detroit..... tering.
 Detroit..... * Bert M. Holmes, Friedberg's Jewelry Store.
 Detroit..... * H. R. Holmes, Square Deal Miller.
 Detroit..... Fred Hughes, Hughes & Hatcher.
 Detroit..... * Freeman G. Hume, Walk-Over Shoe Co.
 Detroit..... N. C. Jacob, Worth & Co.
 Detroit..... * Jerome Joffrey, Newcomb-Endicott Co.
 Detroit..... * J. Jeams, J. L. Hudson Co.
 Detroit..... * Clarence A. Keckhoeffel, J. L. Hudson Co.
 Detroit..... * L. L. Kelley, Newcomb-Endicott Co.
 Detroit..... * C. M. King, Worth & Co.
 Detroit..... Oscar Klausner, Fashion Waist Store.
 Detroit..... J. W. Kotka, A. Kroluk & Co.
 Detroit..... * Edward T. Kurzyuski, Hobert & Hobert.
 Detroit..... William R. Kwart, Jos. Wilnowski & Son.
 Detroit..... * E. H. Lenkar, Nopper & Salm.
 Detroit..... * Harry A. Levantine, Free Lance, 449 Lewis
 Detroit..... Ave.
 Detroit..... H. L. Lewis, Square Deal Miller, Inc.
 Detroit..... Cecil Lovejoy, J. L. Hudson Co.
 Detroit..... ** Geo. J. Mellert, The Fries & Schuele Co.
 Detroit..... ** Wm. E. Mackelpesh, Byck Bros. & Co.
 Detroit..... H. N. McArthur, Del Vapor Stove Co.
 Detroit..... * T. J. McCormick, People's Outfitting Co.
 Detroit..... Howard E. McKinnon, Elliott-Taylor-Woolf-
 Detroit..... enden.
 Detroit..... * W. H. Mitchell, Wax Articles, 662 Roose-
 Detroit..... velt St.
 Detroit..... * H. S. Moorehouse, Hudson Co.
 Detroit..... Edw. C. Mortensen, National Shirt Shops.
 Detroit..... F. A. Mott, S. S. Kresge.
 Detroit..... * Joseph Muenzmay, Joseph Muenzmay.
 Detroit..... Frank J. Norman, Dodge Bros. Co.
 Detroit..... * Frank B. Pearson, Scotland Woolen Mills.
 Detroit..... * Emil F. Petrak, R. & H. Shoe Co.
 Detroit..... Emil C. Piepenburg, R. & H. Shoe Co.
 Detroit..... F. L. Pond, Greenleaf Sign Co.
 Detroit..... * Chas. H. Richards, Newcomb-Endicott Co.
 Detroit..... * L. A. Rogers, John D. Mabley Co.
 Detroit..... * C. Benjamin Rush, Grenshaw & Stevens.
 Detroit..... * Herbert W. Sage, J. L. Hudson Sons Co.
 Detroit..... * Walter C. Schoof, Rathsborg & Schoof.
 Detroit..... W. Rexford Scott, R. H. Fyfe.
 Detroit..... * Richard C. Scott, D. J. Healy.
 Detroit..... * W. H. Shafer, Ernest Kern Co.
 Detroit..... * Louis Shapiro, Free Lance, 622 Roosevelt St.
 Detroit..... C. J. Shower, Cunningham's.
 Detroit..... Ralph Shroder, Schmitz & Shroder Co.
 Detroit..... * E. H. Shotts, C. J. Speth Est.
 Detroit..... * O. M. Smith, Siebler Clothing Co.
 Detroit..... * H. G. Solomon, Worth & Co.
 Detroit..... S. Straus, Sun Films Cigar Mfg. Co.
 Detroit..... * John Stiff, Ettlinger's.
 Detroit..... W. H. Stringfellow, The J. L. Hudson Co.
 Detroit..... Clyde K. Taylor, The Linake Shoe Co.
 Detroit..... L. D. Shawley, L. D. Shawley.
 Detroit..... * Frank R. Thompson, Oettinger's.
 Detroit..... Walter C. Tomezak, Peter Remedy Co., Adv.
 Detroit..... Dept.
 Detroit..... * Geo. Torigion, Heegaard Co.
 Detroit..... ** John Veeburg, George & Henry.
 Detroit..... * K. C. Vizzard, P. Lorillard Co.
 Detroit..... C. W. Wagner, Ernst Kern Co.

Detroit..... * John B. Warner, S. L. Bird & Son.
 Detroit..... * Paul K. Watkins, Bradford-Hurch Co.
 Detroit..... W. Weir, Weir & Co.
 Detroit..... * C. F. Wendel, J. L. Hudson Co.
 Detroit..... * S. G. Wendel, Finsterwald Clothing Co.
 Detroit..... * C. G. Whateley, Crowley-Milner Co.
 Detroit..... Frank E. Whitelam, Fyfe's Shoe Store.
 Detroit..... E. C. Williams, Pringle Furniture Co.
 Detroit..... H. Wineman, Peoples Outfitting Co.
 Detroit..... * H. B. Wright, Hughes & Hatcher.



QUINCY, Illinois is soon to have an active as-
 sociation of display men affiliated with the I.
 A. D. M. John T. Mackey, display manager for
 Kespohl-Mohrenstecker Company is one of the
 leaders in the perfection of the new club.



Meadows Directs Advertising

DISPLAY men will be interested in the an-
 nouncement that A. L. Meadows, the popular
 and widely known display manager for Washer
 Brothers, Fort Worth, Texas, has been made ad-
 vertising manager of that concern.

Meadows is rated as one of the leaders in the
 display profession and has gained unusual distinc-
 tion as an expert in show card making. He is a
 prominent member of the I. A. D. M.



Teal Big Influence in I. A. D. M.

WILLIAM H. TEAL, display manager for La Salle
 & Koch, Toledo, Ohio, and president of the newly
 formed Ohio Association of Display Men, for many
 years has been exerting powerful interest in the devel-
 opment of the International Association of Display
 Men and his 100 per cent interest as well as influence
 was best manifested during the twenty-third annual
 meeting of the I. A. D. M. at Detroit. At this big
 event Mr. Teal's display department had 100 per cent
 representation, Mr. Teal and his eight assistants be-
 ing in attendance. We congratulate Mr. Teal on his
 good work, also the progressive organization of La
 Salle & Koch. *Get the Teal spirit!*



Important Display Essentials

IF ARTICLES of merchandise in a window are not
 properly illuminated their details may not be clearly
 brought out. In selecting the intensity of window illu-
 mination consideration should be given to the method
 of street lighting. If the store faces on a well lighted
 street, much stronger light will have to be used than
 would be needed on a darker street. This is necessary
 in order to provide the contrast needed to attract the
 attention of the passer-by.

Unity of arrangement is another essential, and the
 material displayed should belong to one particular class,
 rather than a mixed up outlay of unrelated objects.
 Frequent changes in the display will enable all the
 classes of material handled to be shown.



HERE ARE SOME NEW ONES

Note the difference in the lines of
our papier mache

These are two of our many attractive novelties for the fall or holiday seasons. Both of these numbers are wonderfully effective.

The vases are large and graceful in design. The flowers are gorgeous. You should see these and our many other specialties before ordering your next decorations.

Our salesmen cover the entire United States and Canada and one of them will be glad to call upon you.

Send us a post card and make sure that you will have an opportunity of seeing our wonderful holiday line. You can order these numbers, illustrated, complete or separate. Flowers all cloth.

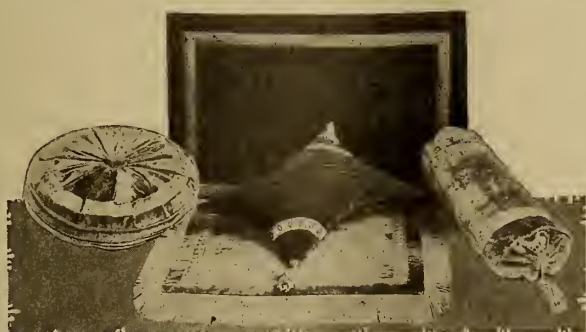


MR-102. Novelty Vase with Poinsettias. This magnificent decoration is 6½ feet high over all. Large bouquet of poinsettias (chrysanthemums can be substituted if desired for fall)\$10.00
Grape drooper, 5 ft. long, with grapes and foliage 9.25
Papier mache vase, 4 ft. high, in rich blue and silver 25.00
Complete, as shown 44.00

Modern Artificial Flower Co.

840 North Ave., Chicago

MR-1101. Novelty Vase with Poppies. A splendid decorative feature for the Fall. Nine large silk poppy sprays at \$48.00 per dozen\$36.00
Oak drooper with silver cloth roses, length 5 ft. 15.00
Art papier mache vase, 4 ft. high..... 20.00
Complete, as shown 70.00



We are in the Front Rank

with our line of

Plush Rugs and Pillows

They are artistic in design and of superior quality for displaying every kind of high class merchandise.

On

Window Valances

We have this to say:

We have succeeded in turning out a line where the emphasis is on Distinction and Quality.

It will pay you to consider us before placing your order.

Write us for circulars.

Karl Roth

Designers and
Manufacturers

Findlay, Ohio

D I E T Z D I S T I N C T I V E D E C O R A T I O N S

You will always find Dietz Decorations to be distinguished by a characteristic beauty and charm that places them in the highest class.

These decorations are designed for the display man who appreciates true artistic merit. They are made by skilled workers from the best materials and the coloring is as nearly perfect as it is possible to reproduce nature.

Use Dietz Decorations in your next windows and you will be assured of 100% satisfaction.

Write us now

E. C. DIETZ

219 E. 34th Street, New York

Movements of Display Men

P. E. MASSEY, until recently engaged in the profession at Streator, Ill., is now directing the display department for Julius Benster, Port Arthur, Texas.

E. A. DAVIS, formerly display manager for McPherson & Edwards, Springfield, Illinois, has resigned and is now located in Union, Mississippi.

E. MIL NELSON, for five years assistant to Display Manager Berg for Bonuit, Teller & Co., New York, has joined the display staff of Best & Company, New York.

J. EROME LEWIS, formerly display manager for the Lissner Millinery House, Newark, N. J., is now directing the management of the Up-to-Date Waist Shop, Bridgeport, Conn.

A. MILLERMASTER, John Habert and L. S. James, display managers for the three Schuster stores, Milwaukee, were in Chicago recently placing orders for equipment and decoratives.

L. E. BUNDY, formerly employed in the profession at Holton, Fairview, Kansas, has resigned and is now residing in Holton, where he will soon assume charge of display work for one of Holton's biggest stores.

H. ARRY OSMER, formerly of the Wanamaker display staff, New York City, is now a resident of Shreveport, La., where he is engaged in the opening of the windows of a new specialty store.

E. DMUND J. CLEAVES is attracting much favorable interest and comment through the high class display he is placing in the windows of Abbott Bros. Store, Lewiston, Maine.

C. HESTER R. ECHTERNACH, president of the Ladies Apparel Shop and display manager for the American Dry Goods Co., Boone, Ia., was in New York and Chicago recently on a buying trip.

W. E. NELSON, well known New York display man is now in Pittsburgh in the capacity of 1st assistant to O. C. MacLeod, the new display manager for McCreery & Company.

R. C. BALZER is now in charge of display work for Bachrach Bros., Decatur, Illinois. He was recently in charge of the decorating department of Burk & Co., Nashville, Tenn.

O. C. MAC LEOD, Jr., has been appointed display manager for McCreery & Co., Pittsburgh, succeeding Chas. A. Vosburg, now director of displays at Macy's, New York. Mr. MacLeod is a New Yorker having had 15 years' display work under such artists as C. F. Wendel and Chas. De Vausney.

S. D. ROBERTSON, recently in charge of the display department for Stevenson's Department Store, Eldorado, Kas., has resigned to go to Brandon, Manitoba.

H. ARRY BIRD, display manager for John Wanamaker, New York, is due to arrive home soon. With Mr. Bird on his seven months' tour of Europe was Mrs. Bird.

J. EARL METZER, recently display manager for William R. Zallinger, Canton, Ohio, is now employed in the profession at Lima, Ohio.

W. F. READ, well-known display man, recently with western houses, is now on the road representing the well-known artificial flower manufacturers, E. C. Dietz Co., New York.

O. C. MacLEOD, JR., display manager for McCreery & Company, Pittsburgh, was in Chicago recently, having been sent on a tour of store and window inspection by his new employers.

I. CALLENDER, old-time display manager, has recently opened his third specialty store. His latest one is located on Thirty-fourth street, New York City, opposite Macy's. Mr. Callender has two stores in Brooklyn.

B. MATTHEWS, formerly engaged in the profession at Santa Ana, California, is now directing the display department of Bagley's Dry Goods Store, Oxnard, California.

T. HOS. F. LIEBREICH, formerly of Eau Claire, Wisconsin, left Chicago August 24 for Mitchell, South Dakota, where he has accepted the display manager's post at Butterfield's.

M. L. CONNELL, formerly display manager for Savage's Department Store, Tuscaloosa, Ala., is now in charge of the decorating department of Roesbaums & Sons, Meriden, Mississippi.

F. LOYD M. WILSON has resigned as display manager for the Fair Store, Brisbee, Ariz., and has assumed a similar post with the Brisbee store of the J. C. Penny Company.

M. ARVIN O. ZIEGLER, formerly display manager for the Knorr Clothing Company, Wichita, Kan., is now directing the window and store decoration for Hanlin-Lewis Mercantile Co., Newton, Kansas.

V. ERN L. CARSON, for several years advertising and display manager for the Guarantee Shoe Co., San Antonio, Tex., has resigned to assume direction of similar department for three Walk-Over shoe stores in the vicinity of San Antonio. Mr. Carson is a recognized artist in display work and copy writing.



No. 44104A Hanging Basket, 27"x20", filled with Nasturtiums, Sedum Plants, and Ferns. Each, \$6.50. Our catalogue No. 44, illustrated in colors, free for the asking.

Frank Netschert

61 Barclay St.,

New York

The Craftsman Shops

Designers and Manufacturers
of Exclusive
Store and Window Furnishings

The Craftsman Shops
(Incorporated)

113-117 Wisconsin St. : Milwaukee, Wis.

Use Feldman's Humanized Wax Figures In Your Fall Displays



Feldman's Wax Figures will give class and distinction to any merchandise that you show with them. They have a charm and grace that catches the attention and turns the passerby into a customer.

You will find that any garment looks better on a Feldman Figure.

Send for Our Catalog

Our latest catalog shows our complete line of Humanized Wax Figures and display fixtures of every description. If you haven't received a copy, send for it at once. You will find it a big money saver when you are ready to select your fixtures for fall.

We also manufacture valances, artificial flowers and original novelties.

Feldman Fixture Co.
22-26 W. 30th St. New York

For Our Advertisers

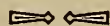
Combining Originality, Quality and Economy

In competition with fixtures produced by the best known manufacturers in the country the line manufactured by The Craftsman Shops, Milwaukee, Wis., and exhibited at the 23rd annual convention of the I. A. D. M., held at Detroit recently, won the distinction of being the most beautiful, distinctive and practical fixtures ever seen on the American market. The country's greatest artists passed this judgment which was the unanimous opinion of convention delegates.

The Craftsman Shops are under the direct supervision of recognized artists and authorities in the designing and manufacture of store and window furnishings, and through this association of skilled directors display men will be given products of original designs and highest quality. In a word Craftsman products combine originality, quality perfection and economy.

The Craftsman Shops are excellently prepared and unusually fitted to supply any item in store and window furnishing, and maintain for the service of all merchants and display men undoubtedly the most efficient service department in store and window problems in the country. Of particular interest are the new designs in wood fixtures, backgrounds, panels, screens, paintings, tapestries, exclusive lamp bases, and lamp shades, etc.

The prestige gained for Craftsman products at the Detroit convention was obtained in competition with the best known fixture houses, and the Craftsman management desires the future success of its products be gained through comparative tests. The offices and show rooms of The Craftsman Shops are located at 113-117 Wisconsin St., Milwaukee, Wis.



A Notable Exhibit

One of the most notable exhibits made at the Detroit Convention of the International Association of Display Men was that of the Decorators Supply Company of Chicago. This house is known throughout the world for the excellence of its splendid line of wood display fixtures and other window furniture and equipment and the exhibit at Detroit was remarkably complete.

Fixtures and furniture were shown in designs covering

practically all of the wide range of desirable period styles. Among these styles were included the Directoire, Japanese, Adam, Colonial, Italian, Empire, Roman, Classic and others that are especially favored by display men. The period styles as employed by the Decorators Supply Co. are used with remarkable effectiveness. The general character and salient lines of each style have been reproduced with notable purity and accuracy, yet the designs have been adapted with great cleverness to the requirements of window display. While each fixture is notably perfect in an artistic sense, everyone is also designed distinctly for service. The basic idea back of the entire line has been to combine true beauty with practical utility.

In connection with this display, exceptional interest was shown in a number of window backgrounds, panels and screens that were a part of the exhibit. These also were in handsome period styles and the variety presented a range of selection calculated to suit any taste. An important feature of this display lay in the fact that the merchandise shown consisted of regular stock numbers and was not made up or finished especially for the occasion.

The Decorators Supply Co. is admirably equipped to produce window furniture of the highest type. The factory is of ample size and is fitted with the most modern of mechanical appliances for turning out accurate work on a minimum production cost. This efficient plant is manned by a big force of capable workmen, each of whom is a specialist in his particular line. The finishing department is operated under a system of critical inspection which makes imperfect workmanship an impossibility.

The designers for this house are constantly developing new ideas and improvements which make all of the catalogs of the Decorators Supply Co. of unusual interest to merchants and display men.



New N. P. P. Co. Salesman

Walter R. Nelson, formerly display manager for the Dayton Dry Goods Company of Minneapolis has left that position to become a salesman for the Natural Plant Preservers Co. of New York. He will cover the Twin Cities Territory and the central west with this well known line.

Mr. Nelson is widely known as a clever display man and while with the Dayton Company the windows of that store were handled in a resultful and highly efficient man-



DECORATORS SUPPLY COMPANY EXHIBIT AT THE DETROIT CONVENTION



No. R-111 Wall Pocket—Made of reed, painted in any color. Filled with beautiful two-tone roses. Height 18 in. Complete as illustrated \$4.75.

**Your Copy of Our Catalog
BETTER DISPLAY**

for

LESS MONEY

Contains hundreds of illustrations of better merchandise at the right price.

IT'S FREE—WRITE TODAY

Our Fall Catalogue

is called

"Better Display for Less Money"

And that is just what Service Artificial Flowers will do for you. Our price, which is one-third to one-fourth the price of imported decorations, is made possible through the use of newly designed labor-saving machinery.

Compare Prices

Get our catalogue at once so that you can compare prices—this will show you at a glance the worth-while saving you will make and also acquaint you with our complete line of artistic and beautiful artificial flowers.

*DON'T LAY THIS ADVERTISEMENT ASIDE
UNTIL YOU WRITE FOR OUR CATALOGUE*

Service Artificial Flower Co.

1307-1309 Clybourn Avenue
CHICAGO

ner. His experience as a practical display man will stand him in good stead as a salesman of high class decoratives as it is his purpose to place his broad knowledge of display at the disposal of any customers who may require advice or suggestions.

The Natural Plant Preservers Company announces a notable line for the coming holiday season. Martin Mittelmark of this firm has just returned from an ex-



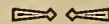
WALTER E. NELSON

tended trip through Europe where he was able to secure a splendid line of floral and other novelties that have never before been shown on this side of the water. This line of select importations and the latest products of the New York factory will be shown throughout the country during the next few weeks.

Flower Salesmen Out

The salesmen of the Modern Artificial Flower Co. of Chicago are now out on the road with a remarkably fine line of holiday decorations. The line this season contains many novelties that have not been shown before and which have not been published in the catalog of this company.

The salesmen representing this company are Arnold Abrams, Canada and New York; Harry Green, south; Boyd T. Baker, central west and Murray A. Winner, central east. It is the purpose of these salesmen to cover the entire country as fully as possible. It is suggested however that display men drop the firm a line to insure their being called upon.



New Decorations

A new Christmas catalog has just been issued by the Schack Artificial Flower Co. of Chicago, and as usual this interesting book will be the means of introducing a number of new ideas in the matter of decorations.

One of the innovations that will appeal to most display men is the metallic "Baby Aster" which is a flower that is remarkably attractive and entirely different from anything heretofore produced in this line. The flower itself is an exquisite creation and the foliage is also wonderfully effective. Undoubtedly the "Baby Aster" will meet with an enthusiastic reception from display men who are on the lookout for new ideas.

The new Schack catalog shows a great variety of designs in full colors which makes the matter of selection an easy matter for the display man. Those who do not receive the Schack catalogs regularly will do well to write for this one.

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS

*My new cata-
log for 1921*

contains a complete list of everything the
sign and show-card writer uses.

D. S. of L. Blue Handle Brand Brushes and Supplies

for every purpose are listed and illustrated. Your
favorite brush is there. We have a large showing
of French made brushes. We invite you to write
for our newest catalog. A postal request will do.

Save Money on Your Supplies

You not only buy better supplies from us, but you
will save money. Hundreds of stores doing their
own show-card work use "Strong's" supplies. The
best card-writers and sign-men, are big users. You
need our catalog as a guide to safe and economical
buying of lettering tools and materials.

Save Your Money on Your Supplies

Address, Supply Department

DETROIT SCHOOL OF LETTERING

Chas. J. Strong, Founder

Established 1899

DETROIT, MICH.



KICHLER VALANCES

Have a distinction and individuality of
their own. They are designed to satisfy
the demands of particular merchants and
display men.

If you are looking for exclusiveness, novelty
and beauty combined with moderate price, you
will find it in any Kichler Valance you may se-
lect.

If you know the kind of design you want, send
us a sketch and we will reproduce your ideas
accurately.

If you are uncertain as to a suitable design,
we will be pleased to submit colored drawings
based upon any suggestions you may make.

You will be particularly pleased with our
treatment of monograms and trade-marks.

Send for our catalog

The L. A. Kichler Co.

717 Lakeside Ave. N.W.

Cleveland, O.

DEVOE Show Card Colors



are approved
by the card
writer by
reason of
freedom in
working, with
clean, sharp
lines, covers
every need
and the qual-
ity cannot be
excelled.

Ask for Color
Card.

Use DEVOE Show Card Brushes for best results
Leading dealers everywhere sell Devoe Products, or

DEVOE & RAYNOLDS CO., INC.

New York
Buffalo

Chicago
Denver

Kansas City
Minneapolis

New Orleans
Cincinnati

An Ideal Fabric for Shades and Valances

Our Standish Mills Homespun is a wonderfully
satisfactory material for shades, valances, floor
mats and window draperies.



Homespun has lots of character
and style. It is closely woven in
natural color and will wear like
iron.

Makes up beautifully with ap-
plique designs, or can be stenciled
or painted in endless pleasing
effects.

If you are going to order puffed
shades, valances, or any other win-
dow draperies, send first for a
sample of Homespun. You will
like both the material and the
price. In natural color only, 40
inches wide.

*We carry a great variety of art fabrics adapted
to window decoration. Tell us what you need.*

ELMS & SELLON

906 Broadway

New York

309 W. Adams St., Chicago
52 Chauncey St., Boston

2 N. 11th St., Philadelphia
742 Market St., San Francisco

DISPLAY MEN

YOU MUST HAVE THE



FOR PROPER CARD WRITING
MATERIALS

It's ready for you

WALLBRUN, KLING & CO.

327-29 So. Clark Street

Chicago, Ill.



AT first sight
Mutual Flowers
will appeal
strongly to
displaymen
of good taste
because of

their exceptional beauty and distinctiveness. The very reasonable figures at which these flowers are priced makes them doubly satisfactory by those who appreciate real values.

We have a splendid line for the holiday season, and will be pleased to send you our latest catalog. After comparison, we believe you will concede our values to be the best on the market.

Mutual Flower Co.

82 West Third Street,

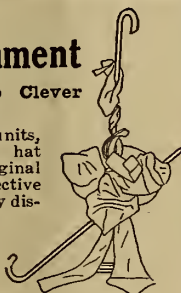
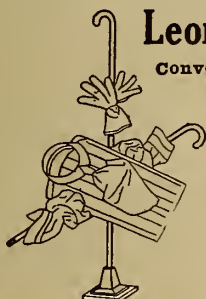
NEW YORK

DISPLAY ROOM: 1142 BROADWAY.

The New Leon Cane Attachment

Converts Your Canes Into Clever
Display Fixtures

Creates snappy shirt units,
neckwear, hosiery and hat
displays—new and original
show card holder, effective
boxed goods and jewelry displays.



THE LEON
CANE AT-
TACHMENT
is quickly at-
tached or de-
tached to your
canes, and will
not mar or
scratch the
finest finished
cane.



Make these
displays and a
hundred more
by attaching
the LEON
CANE AT-
TACHMENT
to your canes.



Send for the LEON CANE
ATTACHMENT Booklet.
Contains many practical dis-
plays from the cane.

**MORRIS LEON
MFG. CO.**

7119 No. Clark St.,
CHICAGO



Wide
Awake Mer-
chants Look to
Us for a Solution
of Their "WINDOW
DISPLAY" Problems

Let Us Help You Out of Your
Difficulties with Our Large and
Varied Assortments of Background
Papers, Baskets, Flowers, Etc. A
Trial Order is Necessary to Prove
Their Worth.

Send for Complete Line

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade Street
New York

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
No. 2 outfit will clean and refinish 200 forms. 2.50
No. 3 outfit will clean and refinish 300 forms. 3.50
No. 4 outfit will clean and refinish 500 forms. 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight.	Price.....	\$1.25
16 ounces net weight.	Price.....	1.75
32 ounces net weight.	Price.....	2.50
48 ounces net weight.	Price.....	3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets, \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.

Air Brush Blanks at Before-War Prices

Display Cards and Price Tickets

Agents send for our new stock list of 11x14 Stock Cards, 150% profit, 2,000 designs, more than 200 wordings.

Send for Catalog No. 72

APEX SHOW CARD SERVICE

224 Cass Ave.

Detroit, Mich.



PAASCHE Model "D"

You Need One

of our Model "D" Air Brushes to use in decorating your spring windows. It will more than pay for itself before the season is over.

Paasche Air Brushes are made in all sizes for every kind of work. They are best for Show Cards, Signs and Window Back-grounds.

Our new Catalog

is filled with clever new ideas for the card writer and display man. Send for it.

Paasche Air Brush Co.
1229 Washington Blvd., CHICAGO

\$100,000.00 WASTED

Last year by display men on ruined shirts and laundry costs. *How much did it cost you?*

The use of shirts on clothing display forms is no longer necessary; the HATCH METAL NECKBAND and a small piece of material, 12x18, gives you the same effect in less time at a saving that can hardly be estimated.

\$12 per doz.



\$135 per grs.

The selling appeal of many a well displayed suit is lost when shown over a faded, soiled or cheap appearing shirt; use the best materials in small pieces, at a cost of a few cents.

Neckband Adjustable to All Size Collars and Forms

Hatch Metal Neckband Co.

Detroit, Mich.

275 Jefferson Ave., East

Single band sent as sample if desired.

BETTER DISPLAY FIXTURES

MANUFACTURED BY

D. W. WOODRUFF AND COMPANY



Perfect Equipment
Perfect Service

Send for Folder

860 Howard St.,
San Francisco, Cal.



Dress your Fall WINDOWS with Nadeco Maid VALANCES, Panels and Drapery Shades

Numerous Stock Patterns for Prompt Delivery

Special Designs Drafted Cheerfully

Write for Catalog and Name of Local Dealer

NATIONAL DECORATIVE CO.

510 Federal St.,

Camden, N. J.

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

HELP WANTED—Window trimmer and card writer. Fine opportunity for ambitious young man. 215 feet window display. Fine modern store. Man must be thoroughly capable. Must have the best of reference as to honesty, character and reputation. Salary \$110 per calendar month. Bonus after six months' service. Merchandise own use 15% discount. Furnish reference with first letter. Address Yellowstone Mercantile Co., Sidney, Montana.

HELP WANTED—Man wanted who can trim windows and write cards by an up-to-date, live wire Central Pennsylvania department store, in a town of 70,000. We have a good proposition to offer the right man. Apply immediately stating experience, reference and salary expected to Box 378, care **MERCHANTS RECORD AND SHOW WINDOW**, 5707 West Lake Street, Chicago, Ill.

HELP WANTED—Experienced window trimmer and card writer for department store. Apply or phone. Mandel Ascher & Sons, 157, Chicago Heights, Illinois.

POSITION WANTED—Ambitious Display Man, 21, wishes permanent position with high class store. Three years' experience with one of the leading stores in Central Illinois. Address Box 380, care **MERCHANTS RECORD AND SHOW WINDOW**, 5707 West Lake Street, Chicago, Ill.

FOR SALE—Clothing and furnishings store located in live industrial town in Pennsylvania. Doing good business and best class of trade. Bad health of owner reason for selling. Address Box 379, care **MERCHANTS RECORD AND SHOW WINDOW**, 5707 West Lake Street, Chicago, Ill.

BE AN ADVERTISING WRITER. Learn in spare hours by mail. Practical, simplified course gives you the essentials in the quickest time. Copywriters and advertising managers make big money. Trained men and women wanted everywhere. Write for details. Allen B. Russell, 1101 Biting Bldg., Wichita, Kansas.

Use **ELCO BUTTERFLIES** among the flowers in your window display. Something entirely new. Real butterflies specially prepared for decorative use. Their novelty and exquisite beauty make them very attractive. S. C. Carpenter, 62 South Whitney St., Hartford, Conn.

GIMBEL BROTHERS

New York

Require a quantity of

Hand (Key) wound motors

For display work, to

Run about 10 hours

ADDRESS REPLY

WINDOW DECORATING DEPARTMENT

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST.
CHICAGO, ILL.

Index To Advertisers

American Lithograph Co.....	68
Apex Show Card Service.....	66
Art Window Shade Co.....	68
Artistic Wood Turning Works.....	57

Barlow-Kimnet Co.....	Inside Front Cover
Beaven, E. A., Co.	14
Baumann, L., & Company.....	14
Bodine-Spanjer Co.	6
Botanical Decorating Co....	6 and Inside Back Cover
Boyle, E. J., & Bro.	15
Bradford, I. L., & Co.....	16
Butcher, L. O., & Bro.....	67

Caldwell, The Woodsman.....	57
Compo-Board Company	2
Contents, Editorial	1
Craftsman Shops, The.....	61
Curtis-Leger Fixture Company.....	Back Cover

Daily, Bert L.....	53
Decorators Supply Co.....	5
Detroit School of Lettering.....	64
DeVoe & Reynolds Co., Inc.....	64
Dietz, E. C.....	59
Display Manager's Hand Book of Decorations..	7
Doty & Scrimgeour Sales Co.....	65

Elms & Sellon.....	64
Feldman, L. A., Fixture Co.....	61
Frankel Display Fixture Co.....	55
French Wax Figure Co.....	3

Gasthoff, J. F., & Co.....	10
----------------------------	----

Harrisburg Wax Figure Renovating Co.....	66, 68
Hartwig, J., Co.....	55
Hatch Metal Neckband Co.....	66
Hecht Fixture Co.....	18
Hess, G. Wallace.....	17
Hunt-Crawford Co.....	12

Imans, Pierre	12
Kawneer Mfg. Co.	15
Kichler, L. A., Co.....	64
Koester School, The.....	49

Lackner Co., The	15
Lahr, A. P., & Son.....	55
Leon, Morris, Mfg. Co.....	65
Lyons, Hugh & Co.....	2

McKenna Brass & Mfg. Co., Inc.....	9
Melius & Cowley.....	3
Melzer, S. M., Co.....	68
Messmore & Damon, Inc.....	11
Modern Artificial Flower Co.....	59
Mutual Flower Co.....	65

National Decorative Co., Inc.....	66
Natural Plant Preservers Co.....	8
Netschert, Frank	61
Newcomb, E. R.....	68
Nielson, Knud	53

Onken, Oscar, Co.	68
Onli-Wa Fixture Co.	15

Paasche Air Brush Co.....	66
Palmenberg's, J. R., Sons, Inc.....	51
Pittsburgh Reflector and Illuminating Co.....	18

Rauch, F. A., Co.....	67
Roth, Karl L. B.....	59
Rumbley Co., The.....	16

Schack Artificial Flower Co.....	4
Service Artificial Flower Co.....	63
Show Window Backgrounds.....	19
Successful Retail Advertising.....	19
Superior Brass & Fixture Co.....	57
Sobel's, David, Sons.....	10

Timberlake, J. B., & Sons.....	68
--------------------------------	----

Walbrunn, Kling & Co.....	65
Wants, For Sale, Etc.....	67
Welch-Wilmarth Companies	20
Window Decorative Works.....	68
Woodruff, D. W., & Co.....	66



HARDWOOD FLOORS

For Your Show Windows

Any carpenter can lay these floors perfectly at a small cost. Leading stores throughout the country have installed our beautiful hardwood floors. Send for our handsomely colored catalog.

E. R. NEWCOMB
Telephone Harrison 7303
730 S. Wabash Ave. Chicago

Here's the proper ready-to-fit eyelashes for wax figures. The same as we supply to leading manufacturers of wax figures both in United States and Canada.



Eyelashes made of the finest French stock. Correctly shaped. Full directions included enable any person to fit them in place.
Price per set (of four lashes), 50c; six sets, \$2.50; 12 sets, \$4.50.

LIQUID IVORY CEMENT

The Most Powerful Cement Known

Mends joints solid as welded iron. Dries hard over night. For broken wax fingers, broken dolls or anything where it is necessary for permanent joining.

Fully Guaranteed

2 Ounce Bottle,	\$0.50
4 " "	.75
6 " "	1.00
8 " "	1.50
16 " "	2.00
32 " "	3.00

Full directions how to use with each bottle.

HARRISBURG WAX FIGURE RENOVATING CO.
335 Crescent Street Harrisburg, Penna., U. S. A.




S. M. MELZER CO.

Manufacturers of

Display
Fixtures

Show
Forms



Wax
Figures

Brass
Railings

915 Filbert Street Philadelphia, Pa.



Creators of the Newest Ideas in

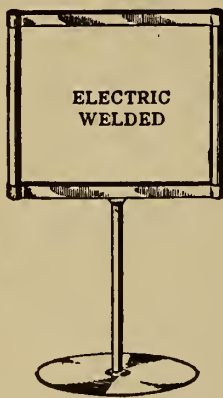
Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO




**ELECTRIC
WELDED**

No. 690

Best and
Cheapest
Price

Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

Make Your Show Windows Pay Your Rent





Our Line of
Period
Display
Fixtures
Will Help
You Make
Effective
Window
Displays

Many Sales Are Made on the Sidewalk
New Catalogue No. 93 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.



ONYX PAPER

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

AMERICAN LITHOGRAPHIC CO.
19th St. & 4th Ave. NEW YORK



Valances and Shades

To Your Order for Your Fall Windows

We are specialists in French Puffed Shades and can offer exceptional values in this line. Send for our new catalog.

ART WINDOW SHADE CO.

2838 Broadway CHICAGO

Our European Representative has
just returned from Paris, with a very select
and beautiful line of novelties.

You are cordially invited to inspect
these new creations in our display room in
Chicago. If unable to visit us, do not
miss the opportunity of seeing our holiday
line which will be shown in your City
in the very near future.

The Botanical Decorating Company.
Chicago



Display Equipment Text Books Free

WHY YOU SHOULD USE THIS COUPON!

The vital, dynamic relationship between appealing displays and sales is being driven home to retailers. Attractive displays increase sales because your windows present the actual goods directly to the passers-by. You can test the effectiveness of your windows. Go across the street and watch. Do your displays look right? Do people stop and look at your windows and then go in and buy? ARE YOUR DISPLAYS PULLING BUSINESS FOR YOU?

Correct fixtures will accomplish these things. They are perpetual, never-failing, magnetized salesmen.

Curtis-Ledger catalogs are really text books on display equipment—printed to help you select sales-getting equipment. You can get them free by mailing in attached coupon.

CURTIS-LEDGER FIXTURE CO.

237 W. Jackson Bld. EST. 1869

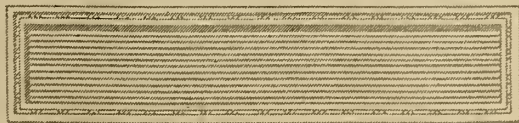
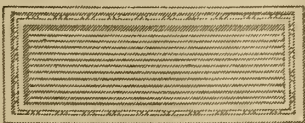
Chicago, Ill.

Mail this Coupon
Curtis-Ledger Fixture Co.
Send me booklets numbers

Name Address State Town

Merchants Record and Show Window

October, 1920





No. 822 C/M

Our New Chicken Model
Costume Form



BARLOW

KIMNET

822/150

THE MANNEQUIN PRODUCTS

IS A LINE OF
DISPLAY FORMS
WE ARE PROUD OF

The Merchant who realizes the value of
Display Forms to

INCREASE BUSINESS

is also PROUD of The Mannequin Pro-
duct. That is why we have become the

WORLD'S LARGEST

Manufacturers of the Best
Line of Papier Mache
Forms on the Market.

Everything in Display Equipment, Wax
Figures, Period Design Wood Fixtures,
Metal Fixtures, Many Original Designs.

Let us send you illustrations and descriptive
matter of our complete line. It is worth while
to write for our new Loose-Leaf Catalogue.
DO IT NOW!

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**

Makers of the Famous Mannequin Products
THE Display Forms

New Uptown Exhibition Rooms
1244 Broadway, Imperial Hotel Bldg.,
at 32nd St.

Factories:
New York, N. Y. Holyoke, Mass.



No. 832 C/M

Our New Chicken Model
Waist Form

OUR BOYS' FORMS
are just as accurate and
fine as our Men's and
Women's Display Forms.



BARLOW

KIMNET

No. 802
Boys' and Girls'
Forms

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
5001 Woolworth Bldg.
New York City

Published by

The Merchants Record Co.

Publication Office
5707 West Lake Street
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries . . . \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less. (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 5707 West Lake Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

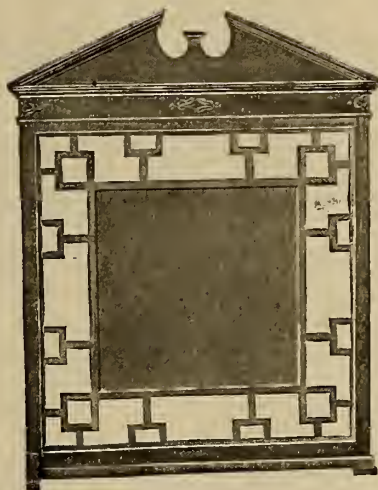
Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLVII

NUMBER 4

Contents for October, 1920

	Page
Outfitting the Modern Store	23
Psychology of the Eye	29
By H. H. Sherrod	
Suggestions for Window Backgrounds	31
By A. Lubarsky	
Opera in the Store Window	32
By Walter W. Hubbard, Jr.	
Need of Sales Producing Displays	34
Notes from New York	36
By F. F. Purdy	
Merchants Record Annual Contest	41
An Editorial	42
Our Monthly Contest	43
Our Service Department	43
State Street Notes	44
How to Make Show Cards	47
By G. Wallace Hess	
Merchandising Without Street Cars	50
By Will E. Flint, Jr.	
I. A. D. M. Department	52
Who's Who in the Profession	53
Free Employment Service	54
A Novel Window Attraction	58
For Our Advertisers	62
Movements of Display Men	68
Arguments for the Ad-Man	70
Index to Advertisers	79



Make Buyers out of Passersby

Hugh Lyons fixtures are built to aid you in attracting buyers inside your store.

They are found in the better class of stores because they are the work of men who thoroughly understand the value of attracting attention. Let us send you our catalog showing our complete line of fixtures and wax and papier mache forms. Our supplementary catalogs containnig our period designs will be mailed to you upon request.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
 NEW YORK SALESROOM 35 W. 32nd. STREET
 CHICAGO SALESROOM 234 S. FRANKLIN ST.

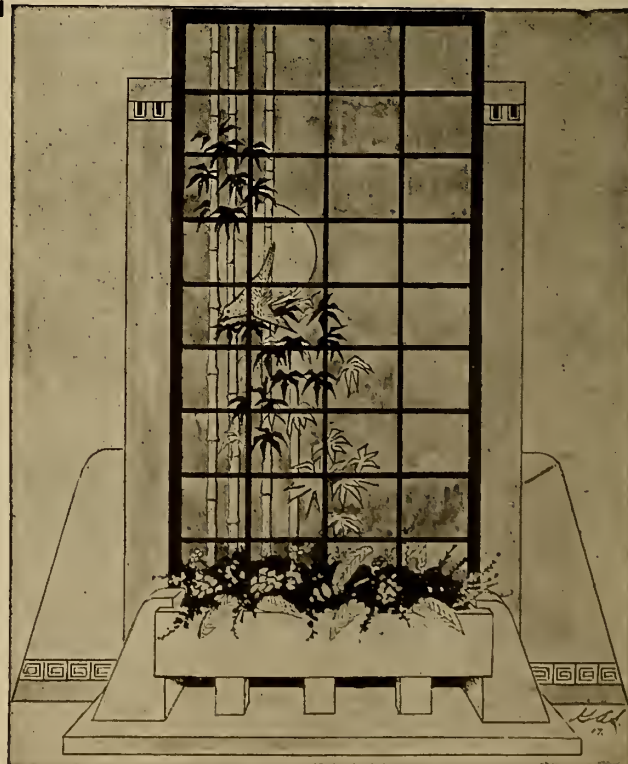
COMPO-BOARD

To get the desired effect (see illustration) and to build substantial, attractive, artistic show window backgrounds, nothing can take the place of COMPO-BOARD. Good plan to have a supply always on hand.

Compo-Board is built with kiln-dried wood slats as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently will not warp, buckle or split.

Send for sample of Compo-Board.



Compo-Board Company

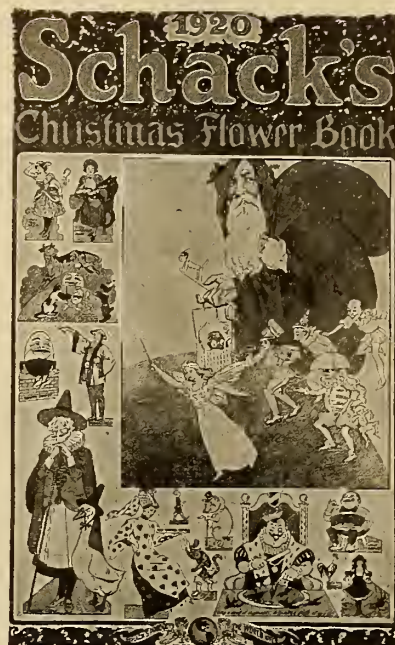
1404 LYNDAL AVE. NORTH
 MINNEAPOLIS, MINNESOTA

SCHACK'S Christmas Catalogue

handsomely printed in colors and showing many new and unique display creations, including the

'Baby Christmas Aster'

This Christmas Flower Book is complete guide for holiday decoration, and we want every display man to have a copy.



MAIL YOUR COUPON TODAY

5% Special Discount on all Christmas Orders Placed
Before October 15th

Plan Your Christmas Display Now

We will book your order for future delivery, thus avoiding all possible disappointment.

An entirely new line, beautiful and moderate in price, fully illustrated in colors. New Christmas Cutouts also shown in colors.

We manufacture a complete line of Floral Parade Decorations. Write for our Floral Parade Literature.

**THE SCHACK
ARTIFICIAL FLOWER CO.**

1739 Milwaukee Avenue
CHICAGO, ILLINOIS

The Schack Artificial Flower Co.,
1739-41 Milwaukee Ave., Chicago, Ill.

Gentlemen:—Please send us at once
Schack's 1920 Xmas Catalog.

Name

Store

City

State

M.R. 10-20

Rumbley's Greens for Your Holiday Decorations

These are not artificial decorations. They are nature's own inimitable products which have never been imitated successfully.

Every spray and leaf is perfect in color and shape and our improved process of preservation gives to these dainty evergreens the same beauty and charm as when growing in our southern forests.

All Rumbley evergreens are carefully selected and are guaranteed to be satisfactory in every respect. We believe they will exceed your expectations as to their decorative qualities.

Use these handsome natural greens for your Christmas windows and interior decorations.



Preserved Foliages

Oak Sprays. Carefully selected in green, brown or red. Per case of 100 sprays\$10.00

Beech Sprays. Best quality in green, brown or red. Per case of 100 sprays\$10.00

We will be pleased to send you prepaid samples upon request.

Natural Decorative Greens

Wild Smilax. Dainty and graceful, the most popular of all Southern greens. Packed in standard cases of 50 lbs. Case\$4.50

Magnolia Foliage. A rich, waxy green leaf. Splendid for wreaths, etc. Packed in standard cases of 60 lbs. Case\$4.50

Needle Pines. A remarkably attractive green for decoration or resale. In assorted sizes, per dozen\$1.50

Needle Pines, assorted sizes, per 100\$8.00

Palm Crowns. Produces the same effect as a handsome living palm. A good seller. Per doz.....\$2.50

Palm Leaves. Very effective and can be used many times. Per 100\$4.00

Florida Gray Moss. A novel and effective decorative material. Per 25 lb. bag\$2.50

Natural Sheet Moss. Exceptionally good for use on floors, backgrounds, etc. Per 10-lb. bag.....\$2.50

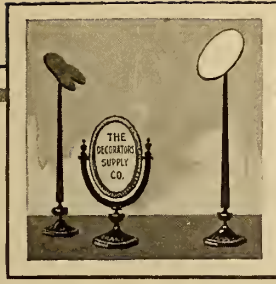
Sheet Moss, Dyed Green. A thick, richly colored moss that can be used in endless ways. Per 10-lb. bag\$4.00

High Quality and Prompt Shipments Guaranteed

Send us your order today

All prices F. O. B. Evergreen, Ala.

The Rumbley Co., Evergreen, Ala.



Classic Design

THE DECORATORS SUPPLY COMPANY



ANY attractive window displays sell the merchandise offered. Why not compel the passer to stop—look and listen to your sales display?

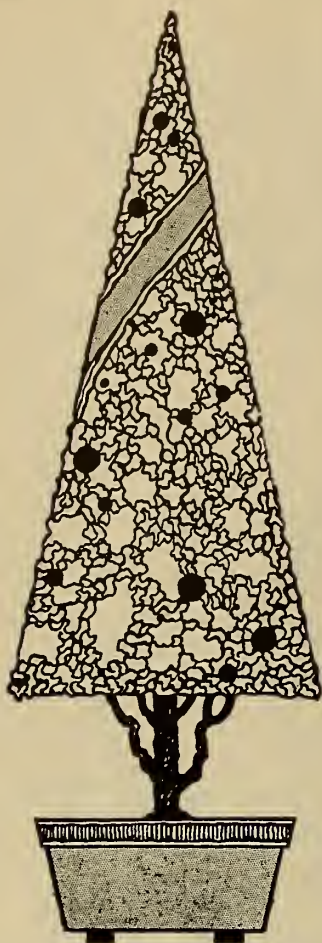
We furnish the Display Fixtures. Send for our Catalog "W" showing many Window Displays of our different period designs.

The Decorators Supply Co.

Archer Ave. and Leo Street

Chicago, U. S. A.

Artistic Window Display FIXTURES have proven the most profitable advertising for the retail merchant.



Decorations that are Worthy of the Holiday Season

Christmas, with its season of prodigal buying, opens the door of opportunity to the retailer but once a year. This is the one season of the year when decorations must be right.

Holiday decorations must appeal to children and grown persons alike—they must be adapted to the season, the store and the buying public.

Worthy holiday decorations need cost no more than ordinary ones—it is simply a matter of knowledge and skill in selection.

We can design and supply you with holiday decorations worthy of the occasion and worthy of your store—and the cost to you will be reasonable.

We have designs for windows, interiors, or toy departments, including backgrounds, panels, screens, and set pieces and specialties in great variety.

You will find our catalog both interesting and instructive. May we send you one?

THE BODINE-SPANJER COMPANY

Designers and Manufacturers of Decorative Backgrounds for
Show Windows

Phone Diversey 2585

1160 CHATHAM COURT

CHICAGO



Copyright 1920

Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Statuary in Wax

CHEVALIER OF THE LEGION OF HONOUR

BEWARE of copies of my models and sold as French Wax Figures. Either in models or execution of same, my own work is quite different from all other similar productions and is the only one having true Parisian style and "chic".

Do not accept figures which do not bear my signature stamped in the wax.

Ask for my illustrated catalog No. 24, sent free on request.

Orders received through the medium of Paris Commission houses.

10 rue de Crussol

Paris, France



Rameses would be Surprised

"Shades of Isis and Osiris, I couldn't write a better book myself." And we are certain he would say further, "I'll wager two temples full of lotus blossoms that every Display Man in America will want a copy."

The Display Managers Handbook of Decoration Egyptian Series By L. S. Janes

This valuable addition to the literature of decoration treats of the different methods of utilizing the motifs of ancient Egyptian art, modernized so as to be applicable to YOUR PARTICULAR NEEDS. Complete backgrounds, panels, screens, furniture, fixtures, ornaments, valances, floors, ceilings, lamps, and dozens of other applications clearly shown and keyed with a valuable hand-made color chart.

No library or window display and decoration is complete without this treatise on Egyptian Decoration. For convenience use the coupon.

The Merchants Record Co.
5707 West Lake Street
Chicago, Ill.

The Merchants Record Co.,
5707 W. Lake St.,
Chicago, Ill.

Gentlemen:

Send me a copy of "The Display Manager's Handbook," Egyptian Series, for which I enclose Five Dollars.

Name

Address

City

State

THROUGH the various steps that attend the transformation of raw materials into exquisite decorations, one guiding principle influences every process in our workrooms—character.

Our decorations must have beauty; they must show quality and originality, but above all, they must possess that distinguishing character upon which their pre-eminence in the decorating field is founded.

The artistry of designing, the careful selection of materials, the delicate workmanship and skill in coloring: all are combined to give to our decorations that character which makes them worthy of the most capable display men and the best establishments.

Our holiday line is now being shown on the road and a card to us will insure a call from one of our salesmen.

The Natural Plant Preservers Co.

233 Fifth Avenue :- :- New York

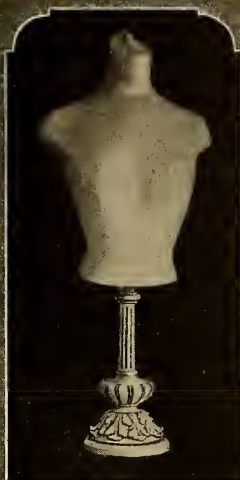
Northwest Corner of Fifth Avenue and 27th Street



No. M/G
Enamel Costume Form
Roman Period Base



No. M/F
Enamel Costume Form
Turned Wood Base



No. M/C
Full Enamel Waist Form
Roman Period Base



No. M/E
Enamel Costume Form
Solid Metal Base



No. M/D
Enamel Costume Form
Solid Brass Base

To Buyers
of Display Fixtures
Particularly to those who want
THE BEST

QUALITY DISPLAY FIXTURES

Has been our Motto for Sixty-six years. Every Fixture
is substantially built and finished by skilled workmen.

Write for New Catalogue and Prices
Representative will call on request

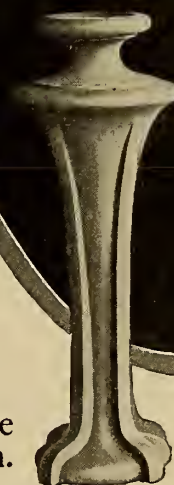
McKenna Brass & Manufacturing Co., Inc.

PITTSBURGH, PA.

New York Representative J. B. WILLIAMS, 1142 Broadway, New York City



No. 9
A New Special
Adjustable
Revolving Rack



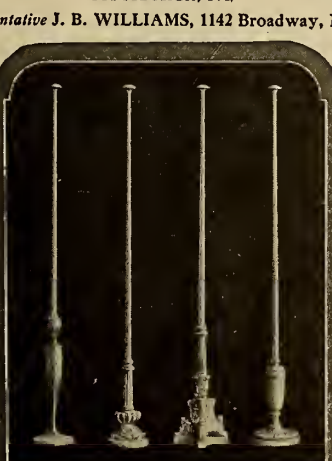
No. M/K
Grecian Flower Vase
Very Artistic in
Design and Finish



No. M/B
Enamel Waist Form
Solid Brass Base



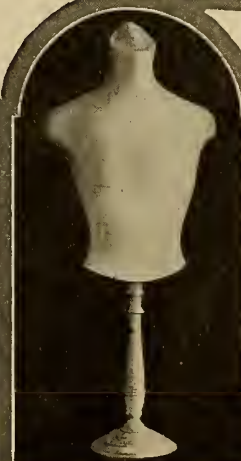
No. M/H
Wall Pocket for Flowers
Polychrome Finish



No. 1000, No. 1100, No. 1300, No. 1200
New Designs in Millinery Stands
Exclusive and Artistic



No. M/J
Roman Period
Pedestal



No. M/A
Enamel Waist Form
Turned Wood Base

Personal Supervision

of every detail, every working day in the year by our Samuel Sobel, in the manufacturing of every article we sell, accounts for 90% of our business being repeat orders.



Repeat orders tell an important story

of quality, merit of merchandise, and low prices, especially when we have openly published the names of our largest accounts.

The largest chain store syndicates, whom we have helped to build their tremendous successes in splendid window displays, are using our forms and fixtures exclusively. Could there be a better or more practical reason why you should consult us or one of our listed local agents?

Send for our circular which is just off the press—it will prove all the claims we make as to quality and values.

DAVID SOBEL'S SONS 143 GRAND STREET NEW YORK CITY

New England States
M. J. Benstock,
254 Washington St.,
Boston, Mass.

Illinois and Indiana
L. & L. Fixture Co.,
401 Medinah Bldg.,
Chicago, Ill.

Wisconsin, Minnesota,
North Dakota, South Dakota,
and Montana

Fred C. Waters,
244 Plymouth Bldg.,
Minneapolis, Minn.

Texas
R. L. Paxton,
Queen's Building,
Houston, Tex.

Chain Store Operators
J. Sobel,
143 Grand St.,
New York

USE NATURE'S DECORATIONS

Beaven's natural southern greens have a quality and distinction that no manufacturer can imitate. Evergreens of various kinds attain a wonderful perfection in this locality and the varieties we handle retain their freshness and beauty for a great length of time. We have had many years' experience in handling these greens and we guarantee every shipment to be satisfactory in every particular.



MAGNOLIA FOLIAGE

The magnolia is a wonderfully effective decorative foliage which can be used in a great variety of ways. It can be handled without damage and lasts almost indefinitely. Fine for windows or interior. Can readily be resold in form of wreaths, sprays, etc.

No. 1\$1.00	No. 4\$3.50
No. 22.00	No. 54.00
No. 33.00	No. 64.50

No Artificial Decoration Can Compare with Southern Greens LONG NEEDLE PINES

This is an especially pleasing window decoration. It is also recommended for resale. It stands handling well and will not wilt or fade. You can use these for window or store decoration and later sell them at a good profit.

	Each	Dozen	Hundred
2 feet high\$0.10	\$1.00	\$6.00
3 feet high12½	1.25	9.00
4 feet high15	1.50	11.00
Assorted sizes, 2 to 4 feet	1.25	8.00

Extra large sizes, 5 to 6 feet, \$0.50 each.

SOUTHERN WILD SMILAX

This is without doubt the most satisfactory decorative green known. Will last for a great length of time, dries green and looks almost as well when dry as when fresh. Leaves do not drop off easily. Very light to ship. This is the most inexpensive decoration you can buy.

Case No.	Covers Approx.	Weight	Price	Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00	4	400 sq. ft.	30 lbs.	\$3.50
2	200 sq. ft.	20 lbs.	2.00	5	500 sq. ft.	40 lbs.	4.00
3	300 sq. ft.	25 lbs.	3.00	6	600 sq. ft.	50 lbs.	4.50

CHAMAEROP PALM CROWNS

Highly effective for window or store decoration and ready sellers. When placed in a vase, it is impossible to tell the chamaerop from a living palm. These will be found most satisfactory for decorating or resale.

	Each	Dozen	Hundred		Each	Dozen	Hundred
3 feet\$0.15	\$1.50	\$11.00	5 feet\$0.25	\$3.00	\$20.00
4 feet20	2.25	15.00	Assorted sizes	3.00	20.00
5 feet30	3.50	25.00				

SABAL PALM LEAVES

A pleasing and popular decoration especially adapted to store interiors. Are quite inexpensive and make a novel and popular souvenir for the holidays or any special occasion. Combined with holly, this leaf makes a very satisfactory souvenir. Dozen, 25c; 100, \$2.50. Special low rates per 1,000.

HOLLY FOR CHRISTMAS

It is none too early to plan your holiday displays and to order the decorations you will need. You will find our Holly the best possible foliage you can use for your Christmas windows. It is a beautiful deep green leaf with bright red berries and carries with it the true Christmas sentiment. Beaven's holly is always selected with the greatest care.

15 lb. box\$0.75	40 lb. box3.00
25 lb. box1.25	60 lb. box3.50

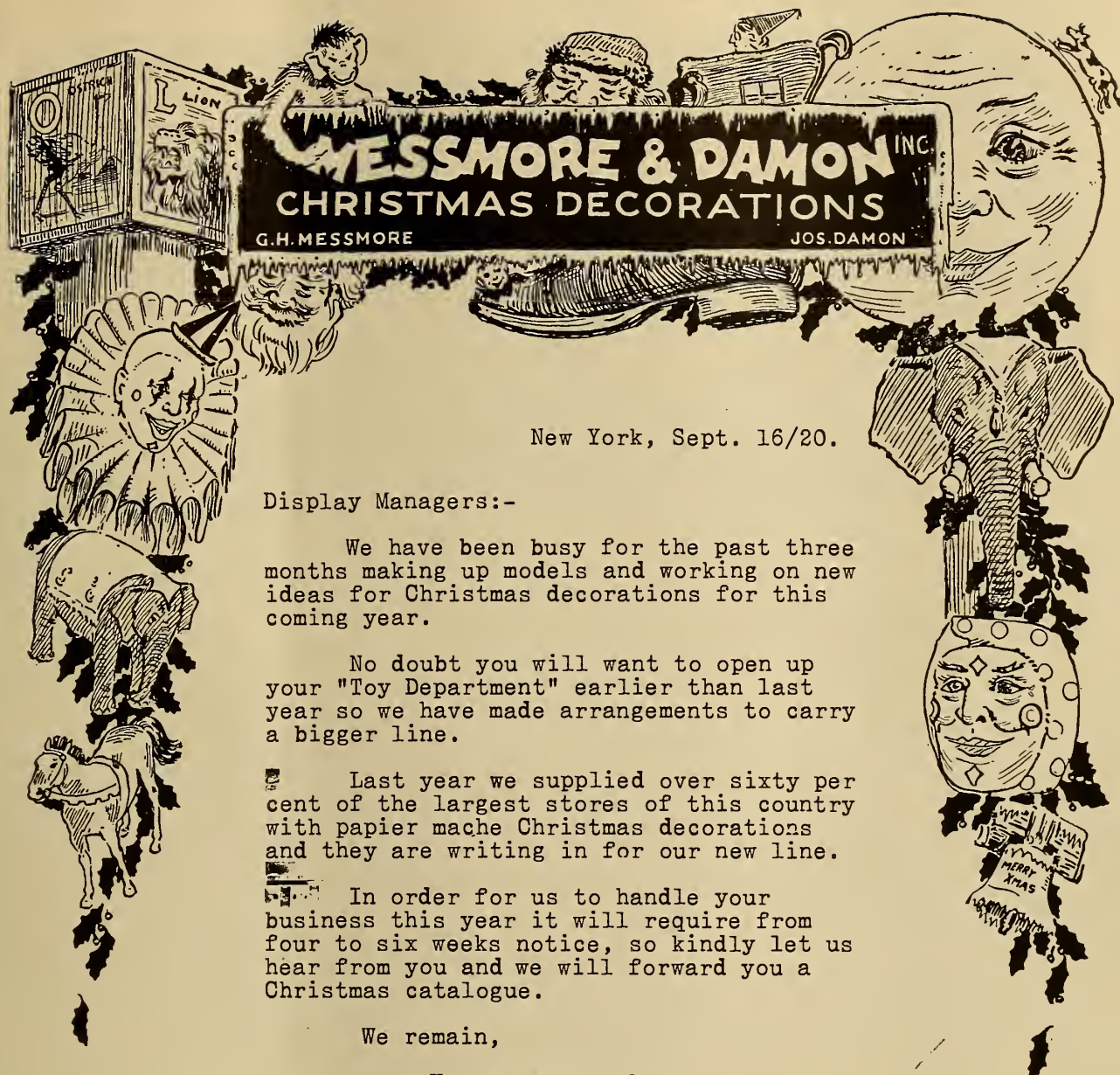
Beaven's Fadeless Green Moss is an ideal covering for snow window floors. Bags containing 100 sq. ft., price.....\$4.00

We Can Save You Money. By ordering from us, you can save a big proportion on the cost of your decorations or you can have much more elaborate decorations at the same cost. Send us your order early, even if you specify a deferred shipment.

Order from this page—we guarantee all these decorations to be right and satisfactory—All prices F. O. B. Evergreen, Ala.

E. A. BEAVEN CO.,

Evergreen, Ala.



New York, Sept. 16/20.

Display Managers:-

We have been busy for the past three months making up models and working on new ideas for Christmas decorations for this coming year.

No doubt you will want to open up your "Toy Department" earlier than last year so we have made arrangements to carry a bigger line.

Last year we supplied over sixty per cent of the largest stores of this country with papier mache Christmas decorations and they are writing in for our new line.

In order for us to handle your business this year it will require from four to six weeks notice, so kindly let us hear from you and we will forward you a Christmas catalogue.

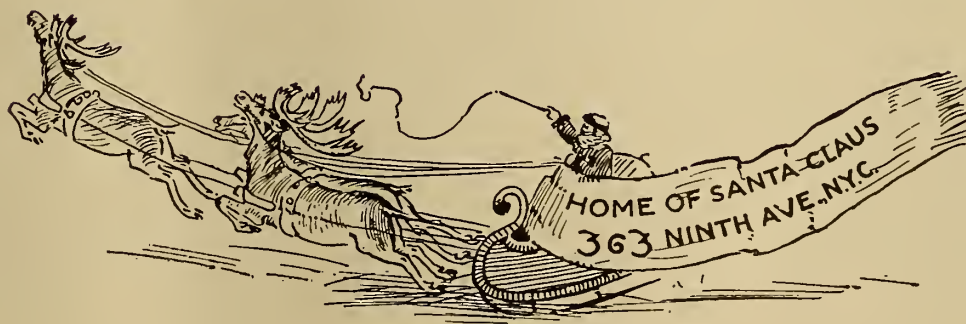
We remain,

Yours very truly,

MESSMORE & DAMON INC.,

G.H. Messmore

GHM/M





H. A. GLOUCEMAN
B. T. GARD
C. W. HALL

GREEN BAY WIS

The Hunt-Crawford Co.,
Coshocton, Ohio.

Dear Sirs:

We have used all of the Ezy-Bilt we ordered from you in trial package recently and we find it the easiest and cleanest to handle of anything we have ever used.

We find that the quantity was not large enough for our needs and we would appreciate your shipping at once two more packages No. 1 as this size is easier for us to handle.

Trusting you will give this your immediate attention, we are,

Yours very truly,

EMPORIUM DRY GOODS CO.

WE FIND IT THE EASIEST AND CLEANEST TO HANDLE

of anything we have ever used" writes the Emporium Dry Goods Co., of Green Bay, Wisc., in placing a re-order for

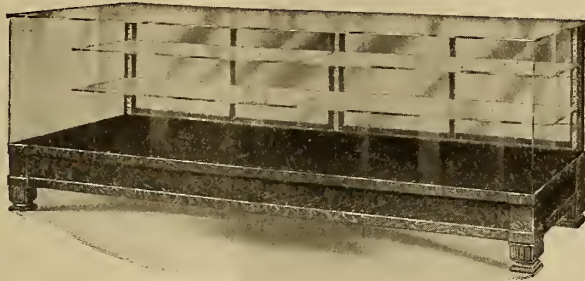
EZY-BILT WINDOW BOARD

Ezy-Bilt costs less than other boards and can be reversed and used over and over again. Its economy will surprise you.

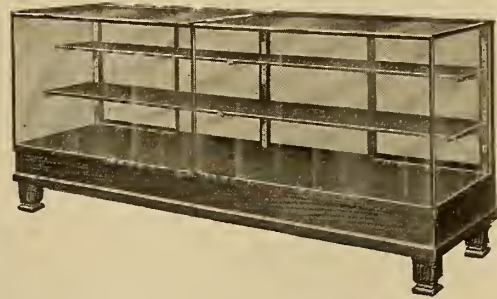
Use Ezy-Bilt for making cut-outs of every description including backgrounds, figures, relief ornaments, etc.

THE HUNT-CRAWFORD COMPANY
COSHOCOTON, OHIO



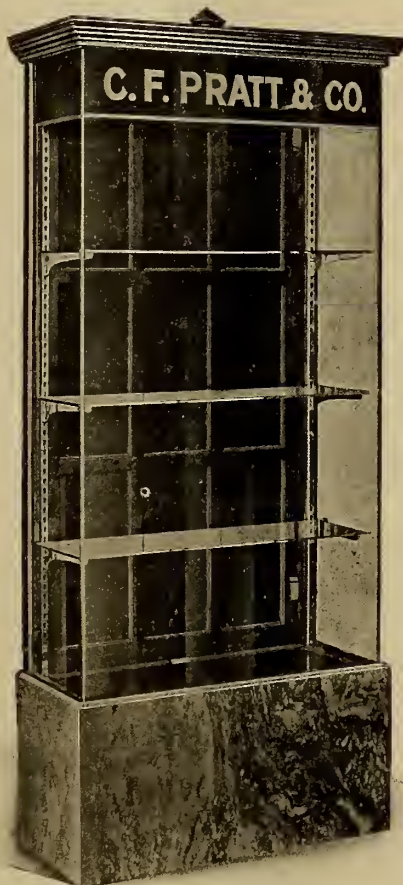


Case No. 421 is to be found in stores in every part of the country. It is of the all-glass construction, beautiful in design and workmanship, sturdy, dust-tight glass joints. Complete description is in the general catalog.



Case No. 610 might well be called the utility case because it adapts itself so well to various departments. Lengths 6 and 8 feet, 40 in. high, 24 in. wide. Ask for complete description and prices.

Silent Salesman
TRADE MARK



Outside Case No. 750. Not only is this case attractive, but it is built to withstand the weather. It is shipped completely wired for electric lights. Has copper cornice. Door at end or rear. Plate glass shelves. Be sure to ask for complete details of this sales-making case.

“What Make of Case Shall I Buy?”

That's generally the question, for long ago the necessity of modern display cases was established.

Therefore, you want to know who stands behind the case you buy, how long have they been in business, how do their cases stand among retailers, are the designs modern and practical, what sort of workmanship and material go into the case and is the price in line with the quality?

That sums it up fairly well and on such a basis we want you to make a thorough investigation of “Silent Salesman” cases. If you do not have any in your store, we believe you will be interested to know all about the line of cases that has been standard for more than thirty years.

May we send you a general catalog or specific description and price on a particular case you need?

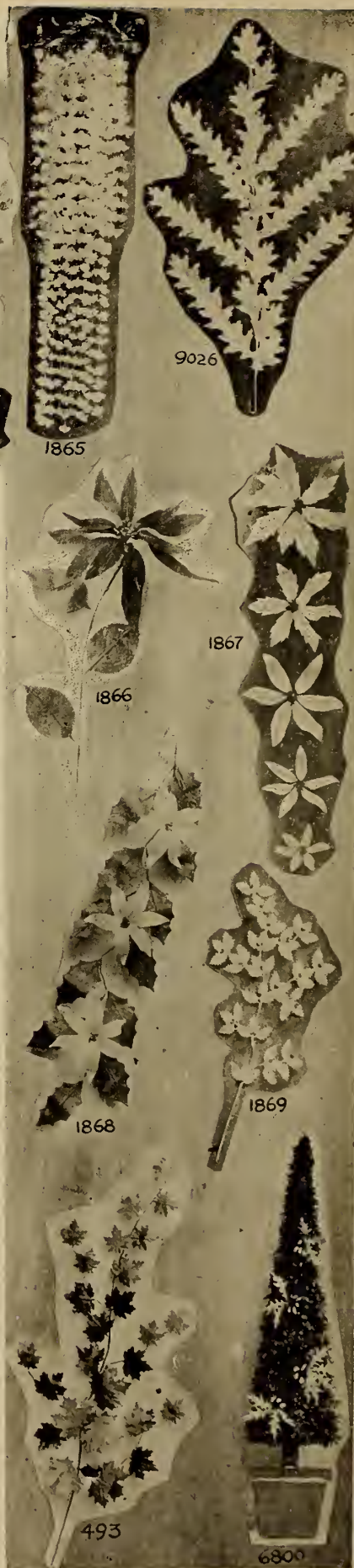
Detroit Show Case Co.
477 Fort Street W.
DETROIT, MICHIGAN

*Also makers of the well known “Desco”
store front construction*

Artificial Xmas Decorations
Send us description and design of what you want. We can save you money. Write us today.



No. 1850—Holly Spray, rights and lefts, with pine cones, and velvet poinsettias, in green or white frosted. Length, 55 inches.
Each\$6.50 Per dozen, \$60.00
No. 1708—Silk Poppy Spray in red or combination colors, 36-in. stem.
Per dozen\$15.00
No. 1704—Same as above on 24-in. stem.
Per dozen\$6.50
No. 1851—Red Velvet Poinsettia on 28-in. stem.
Per dozen\$7.50
No. 1852—Red Velvet Poinsettia on 21-in. stem.
Per dozen\$1.35 Per gross\$15.00
No. 1853—Red Velvet Poinsettia on 21-in. stem.
Per dozen\$1.75 Per gross\$18.00
No. 1854—Medium Red Velvet Poinsettia on 14-in. stem.
Per dozen\$0.75 Per gross\$7.50
No. 1855—Midget Red Velvet Poinsettia on 12-in. stem.
Per dozen\$0.50 Per gross\$4.50
No. 1856—Poppy Spray on 24-in. stem, in red or combination color.
Per dozen\$7.50
No. 1857—Silk Foxtail Spray with red foxtails and green foliage or white foxtails and white frosted foliage, 18x36-in.
Each\$2.25 Per dozen\$24.00
No. 1858—Holly Spray in solid green and red berries or white frosted and red berries, 28x43-in.
Each\$1.75 Per dozen\$18.00
No. 1859—New Drooping Woodbine Foliage Spray in white frosted and red berries, 30x40-in.
Each\$1.75 Per dozen\$18.00
No. 1860—Holly Vine with twelve leaves and twelve berries.
Per dozen\$1.25 Per gross\$12.00
Same as above in white frosted effect.
Per dozen\$1.50 Per gross\$15.00
Large size leaf, twelve leaves and twelve berries.
Per dozen\$1.75 Per gross\$18.00
Same as above in white frosted effect.
Per dozen\$2.25 Per gross\$21.50
No. 1861—Holly Wreath with red velvet poinsettia on 14-in. stem.
Per dozen\$3.00 Per gross\$30.00
No. 1862—Midget Poinsettia Vine 12 leaves, plain or white frosted, four velvet poinsettias.
Per dozen\$2.75 Per gross\$26.50
No. 1863—Poinsettia Vine, twelve green or white frosted leaves, 3 velvet Poinsettias.
Per dozen\$3.50 Per gross\$36.00
No. 1864—Small holly spray, 2 berries and 3 leaves.
Per dozen\$0.25 Per gross\$1.50
Same as above with 4 berries and 4 leaves.
Per dozen\$0.35 Per gross\$2.25
No. 1865—Flower Strands for light shades. Cut shows a 12-in. shade with twelve 36-in. strands and twelve 72-in. strands, in frosted green tint, 36 inch\$18.00 per gross
72 inch\$36.00 per gross
Write for prices on wire frames.
No. 9026—Tissue Oak Spray, 15x36-in., in red and green, and white. Per gross\$15.00
Same in white frosted effect. Per gross\$18.00
No. 1866—Silk Crepe Poinsettia on 24-in. stem with natural center.
Per dozen\$1.50 Per gross\$15.00
Same as above on 36-in. stem.
Per dozen\$2.25 Per gross\$21.50
No. 1867—Short Stem Silk Crepe Poinsettias.
Midget\$3.50 gross
Medium4.50 gross
Large5.50 gross
Medium fancy5.50 gross
Extra large double10.00 gross
No. 1868—Poinsettia Vine with 12 leaves and 3 flowers.
Per dozen\$3.50 Per gross\$36.00
No. 1869—Holly Spray, in green or white frosted, 36-in. Per dozen\$16.50
No. 493—Maple Spray in green, 18x36 in.
Per dozen\$7.50
Same, white frosted. Per dozen9.00
No. 9800—New Green Metallic Bronzed Christmas Tree with red Canadian Thistles. Two in. depth and size 14x57 in.
Each\$6.50 Per dozen\$65.00
Same as above, 19x36 in.
Each\$5.50 Per dozen\$55.00
Place your order today.



J. F. Gasthoff & Co.

Largest Manufacturers
Artificial Decorations in U. S. A.

Danville, Ill.

CHRISTMAS DECORATIONS

Finest grade natural prepared bronzed metallic decorations in garlands, wreaths, etc. Can finish same in solid green, solid red, or red and green combination, also silver and gold.



Be sure and mention color when ordering.

No. 1800—Natural Prepared Beech Sprays in green or red, 40 to 60 in. high, 100.....\$15.00
Same in bronzed metallic green, red, or green and red combination, 100 sprays.....\$45.00
No. 1801—Natural prepared oak sprays. Per 100 sprays.....\$15.00
No. 1802—Natural Prepared Beech Garlands in red or green.
Light weight...\$2.75 doz. yds. \$25.00 gross yds.
Medium weight... 3.25 doz. yds. 30.00 gross yds.
Heavy weight... 3.75 doz. yds. 35.00 gross yds.
Same in bronzed metallic finish of red and green combination, or solid green and solid red. Per 100 yds.....\$45.00
No. 1803—Nat. Prep. Oak Garlands, red or green. Heavy weight...\$4.25 doz. yds. \$40.00 gross yds.
Same in bronzed metallic finish of red and green combination, or solid green and solid red. Dozen yds.....\$5.25 Gross yds.....\$50.00
No. 1804—Nat. Prep. Beech Wreaths, red or green.
24 in.\$1.75 each, \$18.00 doz.
30 in. 2.25 each, 24.00 doz.
36 in. 3.00 each, 30.00 doz.
Same in bronzed metallic finish in solid green and solid red or combination red and green.
24 in.\$3.00 doz., \$3.00 each
30 in. 3.60 doz., 3.50 each
36 in. 4.50 doz., 4.50 each
No. 1805—Natural Prepared Oak Wreaths in green or red.
24 in.\$2.25 each, \$21.50 doz.
30 in. 2.75 each, 28.50 doz.
36 in. 3.50 each, 36.00 doz.
Same in bronzed metallic finish in solid green and solid red or green and red combination.
24 in.\$3.25 each, \$32.50 doz.
30 in. 4.25 each, 40.00 doz.
36 in. 4.75 each, 48.00 doz.
No. 1806—Natural Prepared Evergreen Wreathing in Christmas green.
Medium weight...\$3.00 doz. yds., \$30.00 gross yds.
No. 1807—Natural Prepared Evergreen Wreathing in Christmas green.
Heavy weight...\$4.50 doz. yds., \$45.00 gross yds.
No. 1808—Natural Prepared Evergreen Wreathing with two velvet poinsettias.
Per doz. yds.....\$5.50 Per gross yds.....\$55.00
No. 1809—Natural Prepared Evergreen Wreathing with green or red ruscus, two velvet poinsettias, and two pine cones in silver or red bronzed finish.
Per doz. yds.....\$7.50 Gross yds.....\$75.00
No. 1810—Natural Prepared Ruscus in solid red or solid green. Per lb.....\$1.50
Same in green and white combination finish. Per lb.....\$2.00
No. 1811—Natural Prepared Adiantum Sprays with 3 velvet poinsettias, 40 in. length.
Per doz. sprays.....\$10.50
No. 1812—Natural Prepared Adiantum Sprays with 6 velvet poinsettias, 40 in. length.
Per doz. sprays.....\$12.50
No. 1813—Natural Prepared Magnolia Wreaths with combination decoration.
24 in.....\$6.50 each 30 in.....\$8.50 each
Same in plain finish.
24 in.....\$5.00 each 30 in.....\$6.50 each
Same in bronzed metallic finish.
24 in.....\$7.50 each 30 in.....\$9.00 each
No. 1814—Natural Prepared Evergreen Wreaths with red straw flowers, 18 in.....\$3.00 each
24 in.....\$4.00 each 30 in..... 5.00 each
Roping Wreaths in red or green with bronzed or frosted pine cones and holly sprays.
No. 1815—10 inch.....\$0.65 each, \$6.50 dozen
12 inch..... .75 each, 7.50 dozen
14 inch..... .85 each, 8.50 dozen
No. 1816—10 inch..... .75 each, 7.50 dozen
12 inch..... .85 each, 8.50 dozen
14 inch..... .95 each, 9.50 dozen
No. 1817—10 inch..... .45 each, 4.50 dozen
12 inch..... .55 each, 5.50 dozen
14 inch..... .65 each, 6.50 dozen
No. 1818—18 inch..... 2.25 each, 21.50 dozen
24 inch..... 3.00 each, 30.00 dozen
No. 1819—18 inch..... 3.00 each, 30.00 dozen
No. 1820—30 inch..... 6.00 each, 65.00 dozen
38 inch..... 9.00 each, 95.00 dozen
No. 1821—Pine Cones in white frosted or bronzed finish of red fire and silver.
1½x2 inches\$3.50 per C.
1½x3 inches 5.00 per C.
2x4 inches 7.00 per C.

J. F. Gasthoff & Co.

Largest Manufacturers
Artificial Decorations in U. S. A.

Danville, Ill.

Hess Holly Cards for Store Signs

Owing to an increase of nearly forty per cent in the price of cardboard and thirty-five per cent in the cost of printing over last year's prices, I have decided to print only one design this year, and that owing to the great variety of sizes it comes in will be my broken scroll candlestick and holly leaf design printed in gold, green, red and black—Style No. 401.

Special Notice—Read Carefully

In order to avoid the carrying over of high-priced cardboard and labor until next year, the prices on Style No. 401 are not guaranteed except for the month of October and for delivery to express companies November tenth—though it is possible to make deliveries earlier if absolutely necessary. If small runs of cards are put on the press they cannot be sold at quoted prices and it is my aim to get all orders in in October and make only one run of printing this year.

PRICES OF STYLE NUMBER 401

	Size, Inches	Per 100	Less Than 100	Weight per 100, Packed
Landscape...	11 x14	\$6.00	\$6.25	17 lbs.
Landscape...	7 x11	3.50	3.75	8½ lbs.
Landscape...	5½x 7	2.00	2.25	4 lbs.
Landscape...	3½x 5½	1.50	1.65	2 lbs.
Landscape...	2¾x 4	.85	.90	1¼ lbs.
Upright	7 x11	3.50	3.75	8½ lbs.

Orders under \$3.00 should be accompanied by check. 3% ten days.
Sample sheets upon request.

Hess Hand Colored Window Cards

Three subjects—Style A: Girl, basket of holly and candlesticks in black circle. Style B: Two birds on holly branch, gold circle in background. Style C: Holly and ribbon ornament at top, candlesticks at lower right. All on cream matboard, colored in artist's water colors, 10x20 inches upright, 6 for \$3.00; only one subject to a customer.

Patrons desiring other designs than Style 401 can be furnished with same at lowest possible prices consistent with present cost of cardboard and printing. It is only due to a very large stock of all small sizes carried over from last year that I can fill orders at above prices—you are again warned that they are not guaranteed beyond October first.

Gold Ink: There's no such thing as a good gold ink on the market. No gold ink will flow perfectly on a highly coated cardboard, but I have a crackerjack for matboard and better than all other for coated board. 50c postage paid.

All holly cards by express, customer paying express charges or postage by parcel post.

Die cut holly ornaments in limited quantities.

G. WALLACE HESS

1524 North American Building, 36 South State St.

CHICAGO

Xmas Decorations

Baumann's Decorations can always be recognized in any show window—Why? Because Baumann's flowers and other decorations are different. The designs and coloring are generally a year ahead of others. You will find in these decorations a superiority in design, material, workmanship and artistic beauty that cannot be equaled by imitators.



No. 262—Giant Poinsettia Stalk, 42 inches high, 12 inches in diameter, made of a fine silk velvet in a beautiful red color and very fine foliage. Each...\$2.20 Dozen...\$22.00

Plan Xmas Decorations Now

Plan your holiday decorations at once and send us your order as early as possible. You will find in our big new stock just what you want, or we can make up to your order any special design you may require. Our range of flowers and foliages will meet every requirement, and we can supply every imaginable color or tint.

Our New Xmas Catalog

If you have not received our latest Xmas Catalog, send for it now. It contains a wealth of ideas and suggestions for your window and interior decorations. Many of the items are new this season and will be found in no other catalog.

A New Line

This season we have added a line of valances, floor rugs, display cushions, screens, vases, draping stands, baskets, etc. These are new and original. You will like them.

Scenic Panels

Our line of screens, panels, backgrounds, etc., shows a wide range of subjects that are admirably adapted to show window and store decoration. These are accurately reproduced in full color

or from originals by famous artists. You will find them suited to any season and every occasion. We issue a special circular showing our big line of scenic reproductions in full color and you will find the prices surprisingly low—send for it.



Valances

In our new catalog are shown our new and distinctive designs in valances for immediate delivery. We also can furnish special designs to your own specifications. You will find our valances quite up to the Baumann high standard.



Pyramid Ruscus Trees. The crown is made of green painted ruscus and potted in cedar bark, square pots.
No. 2012—Ruscus Tree, 30 inches high. Each...\$6.50
No. 2014—Ruscus Tree, 42 inches high. Each...\$10.00
No. 2016—Ruscus Tree, 54 inches high. Each...\$14.50



*We carry the largest open stock of artificial flowers in America.
You will find our deliveries prompt and our prices the lowest in the market.*

L. BAUMANN & COMPANY—Flowers
357-359 W. Chicago Avenue Chicago



SERIES M500

*There's an
unusual
character of
prominence
which
predominates
in backgrounds
and decorations
that we
originate*

Connect with us now for your Christmas and Holiday decorations. Our ideas in Modern designing and the finished product along with an unequalled co-operative service will certainly assure you of a successful exhibit having highest business producing effect.

Place Your Order Right Now

for our series M 500 here above illustrated, Toyland Background. The construction embodies wallboard, lumber, muslin and a specially built letter effect. These backgrounds are painted in oils; and the shades are of most unusual colouring tones. It's a real live feature that is a business builder for the toy department and an attraction for the grown-up as well as the children. Size, fourteen feet long, seven and one-half or eight feet high, as desired. Different scenes are furnished when more than one setting is ordered. Specially priced at \$75.00. Get in on our good delivery service. Send your order right now.

THE MODERN ART STUDIOS

431 NORTH CLARK STREET

CHICAGO



The Result

Good Christmas windows mean better Christmas sales. Money invested in window dressing at Christmas time is money well spent. It's the result you're after, the sales-pulling kind of window display, and no expense should be spared to get that profitable result.

The best of merchandise sells slowly unless shown in attractive surroundings. It is here that Beaver Board gives real service. Besides providing interchangeable backgrounds, it lends itself to every type of form, cutout and display. The result is sure, provided you get the genuine Beaver Board with the familiar trade-mark plainly printed on the back of every panel.

BEAVER BOARD

You can't expect Beaver Board results unless this trademark is on the back of the board you buy:



FOR PERMANENT OR TEMPORARY BACKGROUNDS, CUTOUTS AND DISPLAYS

The Reason

You can saw Beaver Board is one reason, you can nail it is another. You can bend it, you can apply it to a hundred and one different uses. You can decorate it over and over again.

These are some of the reasons for the Beaver Board result. The way Beaver Board is made of fibres of white spruce and the way it is built up into large flawless panels by powerful machinery are fundamental reasons for this good result.

Beaver Board is a true lumber product you can use so frequently that it should be kept constantly in stock. Call up your nearest lumber dealer. Tell him your requirements and he will gladly keep you supplied.

Write today for interesting and helpful literature.

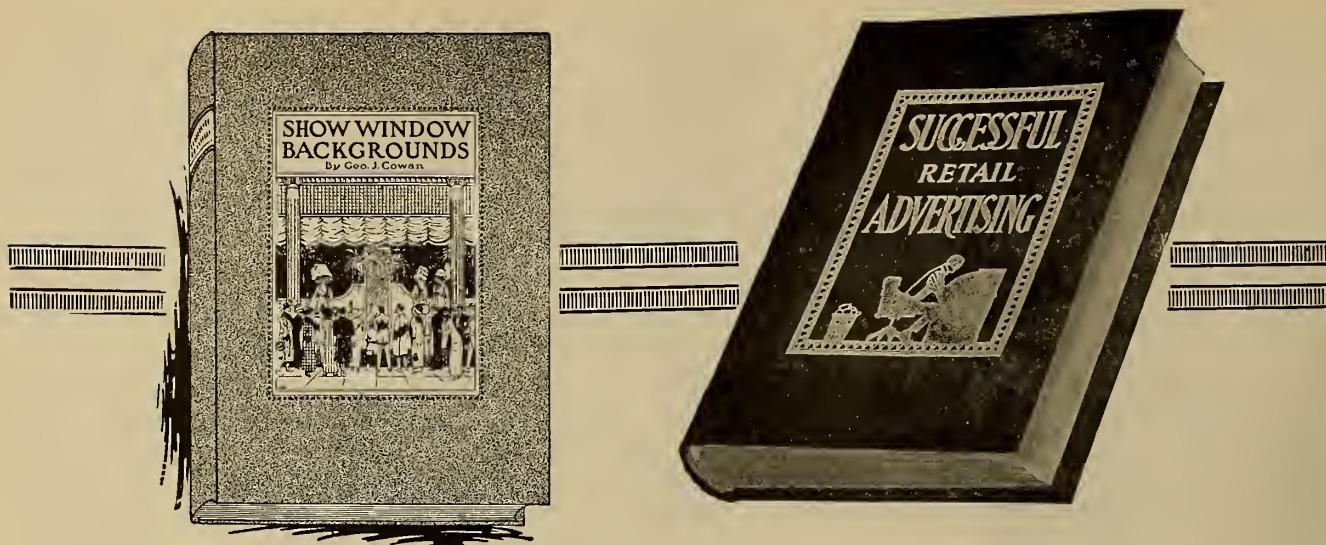
THE BEAVER BOARD COMPANIES

Administration Offices
Buffalo, N. Y.; Thorold, Ont., Canada; London, Eng.
District Sales Offices at Boston, New York, Baltimore, Atlanta, Buffalo, Cleveland, Cincinnati, Detroit, Chicago, Minneapolis, St. Louis, Kansas City, Dallas, Denver and San Francisco.

Distributors and dealers everywhere

I saw it in the October "Merchants Record"—Page 19





THESE 2 BOOKS ARE NOW READY TO SHIP

The entire stock of the above books was destroyed by fire early in the year and it is possible now to announce newly printed editions of two books, namely "*Show Window Backgrounds*" and "*Successful Retail Advertising*." The book entitled "*The Koester School Book of Draping*" will be ready for distribution shortly.

Show Window Backgrounds

By **GEORGE J. COWAN**

President of the Koester School of Window Trimming,
and Editor of "Window Trimming Monthly"
of the Reporter.

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations.

Price \$2.50

Successful Retail Advertising

This large book (one of the largest Advertising books published) of nearly 500 pages is devoted exclusively to the subject of Retail Advertising. Other books are of little value to merchants because they treat on general advertising, having to do with Advertising Agencies, National Advertising for Manufacturer and Jobbers, etc. What you want is a book designed for your use—and this is what we give you.

Price \$3.00

Books are sent postage prepaid. Remittance must accompany all orders.

FOR SALE BY

THE MERCHANTS RECORD CO.

5707 West Lake St., CHICAGO



Thousands Tell the Same Story

Successful merchants on most all of the busiest streets of the nation are cashing bigger profits from their Kawneer Solid Copper Store Fronts. Many pay their rent from the extra sales drawn to their stores by their Kawneerized show windows. Some report sales increases of 50 per cent or more.

Let us show you how a Kawneer Store Front will boost your sales totals and profits.

THE
KAWNEER
COMPANY
2102 Front Steet.
Niles, Michigan

Please send me one of your
new BOOKS OF DESIGN.

Name _____

Address _____

Pin this Coupon to Your Letterhead
and Mail it Today

Kawneer
SOLID COPPER
STORE FRONTS

MERCHANTS RECORD and SHOW WINDOW

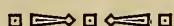
VOLUME XLVII
NUMBER 4

OCTOBER, 1920

Single Copies
Thirty-five Cents

Outfitting the Modern Store

Perkins-Timberlake Company opens new department store at Wichita Falls—Modern in every detail with tremendous window possibilities—Mayer Livingston Company in new home—Another new store building for San Francisco.



THE new department store of Perkins-Timberlake Company, recently opened in Wichita Falls, Texas, and comprising one of the seven big stores conducted by the Perkins-Timberlake Company in the state of Texas, gives to Wichita Falls one of the best and most completely stocked houses in the Lone Star state. The new store building was completed at a cost far in excess of one-quarter million dollars. It is fireproof throughout, of steel and concrete construction, and modern in every detail of architecture—design, ventilation, lighting, heating and floor arrangement. The building occupies a 100x150-foot lot on the block, and from both entrances the interior presents the cool, airy and inviting roomy appearance

of a big white-columned hall. A feature which invites immediate attention, aside from the architecture, is the pleasing contrast of white columns and walls to the dark mahogany finish of the fixtures. This contrast T. A. Bradley, supervisor of advertising and display, has made the most of in the design and color scheme of the display and decoration motifs with a resulting attractiveness which could not be rivaled in line and color or in beauty of conception by any big city department store. Mr. Bradley has used an autumn and tropical foliage motif against the dark background of the fixtures throughout all departments, and has contrasted with both the softest, brightest, most colorful materials, novelties, displays, garments, etc., afforded



CENTER AISLE AND GARMENT SECTION, PERKINS-TIMBERLAKE COMPANY, WICHITA FALLS, TEX.

Copyright, 1920, by the Merchants Record Co., Chicago—Permission is necessary for reprinting long extracts or reproducing engravings; but editors are welcome to use not more than one-third of any article provided credit is given at beginning or at end, thus—"From the Merchants Record and Show Window, Chicago."



NOVELTY SECTION OF THE PERKINS-TIMBERLAKE COMPANY NEW STORE, WICHITA FALLS, TEX.

by every department in its proper place. The result presents a quiet elegance which is artistic and attractive to a most pleasing degree. The autumn and tropical foliage is for the fall season, and will be replaced by another design and color motif next season.

Interior Arrangements

Entering the store there is one feature, small in itself, that will be an undoubted advantage to every shopper without a strong and instinctive sense of direction. Above both entrances—which are on Ninth and Indiana streets, are traffic exit light globes with the street name in bold lettering.

There are two main floors and the mezzanine floor in the building. On both floors the same circular arrangement of display cases enclosing department units is maintained, with wall cases and big floor cabinets in other arrangements. On the lower floor are all men's clothing and furnishings and all dress goods, shoes, toilet goods, hosiery and dress and toilet novelties. The second floor comprises the women's ready-to-wear, infants' department, rest room, dressmaking and beauty parlors. The mezzanine floor accommodates the offices for all departments of management, buying, accounts, advertising, etc.

Lower Floor Management

Entering from the Indiana main doors, the first two department units to the right are devoted to a most up-to-date stock of men's furnishings. The display cases show neckties, shirts, caps, collars, gloves, mufflers, dressing robes, fur collars, handkerchiefs, socks and small furnishings in most attractive arrangements.

Along the Ninth street side to the right of this department are the wall cases accommodating more men's

furnishings—shirts, underwear, pajamas, etc. There are 12 large floor clothing cabinets of tailor-mades surrounding the columns in the men's clothing department comprising the floor units to the rear of the men's furnishings department, and seven wall cabinets of overcoats, fur coats, leather coats, raincoats, etc. Directly to the right of the Ninth street entrance still further to the rear of the store is the men's shoe department, opposite the ladies' shoe department to the left, which is equipped with complete and up-to-date stock of standard makes of shoes. The department is well arranged, with mahogany fixtures and chairs, and in both the ladies' and men's sections are handsome display cases. Mahogany dividers separate the men's from the women's departments, and dividers also make separate departments for the colored men's and women's shoe sections.

Back of the men's shoe department is the men's tailor shop, with a tailor in charge. To the left of the shoe and clothing departments and under the central stairway and mezzanine floor, opposite the elevator, is a department which is to be in charge of a Hoover electric sweeper salesman.

Directly off the main Indiana entrance to the left are the display and stock units of the ribbon, dress goods, household furnishings, and toilet goods departments. The ribbon department, with the most attractive of displays for the opening, is against the wall to the immediate left of the door, and the full equipped toilet goods, ivory and cut glass department occupies the left central unit most conspicuous from the entrance. The toilet goods department presents a particularly interesting display to the woman shopper. On the reverse side of this unit are the laces, dress accessories and novelties, trimmings, etc.

The dress goods department, beginning with silks and woolens, follows the line of the wall from the ribbon counter at the left front, to the third section of display and stock cases, accommodating the big stock of white goods, linens, ginghams, draperies, staples, bed coverings, etc., back to the wrapping station and pattern department near the rear.

The hosiery and dress novelty departments are near the center of the left section of display cases. The novelty department seemed unusually complete, with a most fascinating display of trimming buttons and exclusive notions.

Another New Feature

A new feature for the city which will be most appreciated, and which was introduced in the state by the A. Harris store at Dallas two or three years ago, is the cutting and fitting department, which will be in charge of Mrs. Tolbert, designer, fitter and cutter. In this department materials are designed cut and fit, and turned over to the customer to be finished.

At the rear of the store on the left is the receiving department, where the delivery section and outgoing express section is accommodated. Near this department a service stairway leads to all departments on the main, second and mezzanine floors.

Ready-to-Wear Department

The ready-to-wear department on the second floor presents an irresistible trap for the woman shopper. It is equipped with the handsomest and most modern of display and stock cases, and a most attractive stock of fall and winter wear for infants, juniors, misses and women. The infants' department is a beautiful little room in ivory immediately facing the central stairway from the Indiana street wall, and if the shopper failed to recognize the display through the glass walls or the

French doors of the room, the stork on guard on the low roof, with a chubby baby doll in his bundle, would be a satisfactory give-away. The infants' department stock includes everything from booties to rattlers, with every accessory of baby's toilet in clothing and general furnishings, and of the most exquisite materials and designs.

Rest Room Most Inviting

The rest room for the women guests of the store is a most inviting place, furnished throughout in French gray wicker with mulberry plush upholstery. The handsome new circular cushions are featured. The toilet rooms are finished in white enamel with all conveniences.

The beauty parlor is also an attractive place to stop. The furnishings are in ivory and white enamel and steel, and four booths and four manicure tables are in place. Equipment for permanent waving of the hair, facial treatments, scalp treatments, hairdressing, manicuring, eyebrow care, muscle building, etc., is in place.

Back to the Offices

The mezzanine floor accommodates the offices and is furnished throughout in dark mahogany. There are three main offices, occupied by F. P. Timberlake, general manager; R. D. Kennedy, local manager, and T. A. Bradley, supervisor of advertising and display. The credit department in charge of James Jackson, and the bookkeeping section, in charge of Paul H. Bennett, who is assisted by Miss Agnes Elliott, in charge of all personal accounts, are on this floor.

Basement and Other Features

The basement affords commodious space for reserve stock, the boiler room, checking and marking rooms, etc. It is expected that this floor will be converted into a downstairs store later, however.



OPENING DISPLAY OF FURS BY T. A. BRADLEY FOR PERKINS-TIMBERLAKE CO., WICHITA FALLS, TEX.



FRONT OF THE M. LIVINGSTON STORE, BLOOMINGTON, ILL. DISPLAY BY A. FREDRICKSEN.

THE recent opening of the new store building of Mayer-Livingston & Co. was a big event in Bloomington, Illinois, and the completion of the new home of the progressive Livingston organization was observed by elaborate ceremonies attended by city officials, merchants from many points in the state and by thousands of Livingston patrons.

The new store occupies one-half block facing on Center street, is five stories high and has a beautiful arcade front of 125 feet in addition to two 8x28-foot island windows and an added stretch of seventy-five feet of windows fronting on Front and Madison streets. The new building is complete in every detail for its purpose and has a floor space of 92,000 square feet, or 23,000 to each floor. The construction is such that there is little use for

artificial light during daylight hours and is equipped with a perfect ventilating system. As one enters the main floor the visitor gains the impression so frequently presented by the great merchandising institutions of the metropolitan cities. The aisles are spacious, with tastily decorated 18-foot columns, adding dignity to the room. The first floor is given over to the display of jewelry, silverware, toilet articles, stationery, leather goods, men's furnishings, shoes, trunks, baggage, silks, dress goods, household linens, hosiery, underwear, notions, laces, patterns and gloves. A refreshment room and soda fountain is also maintained on this floor.

The second floor is a French salon, comparing favorably in extent and arrangement with the largest of big city stores. The carpet is one especially designed for Mayer Livingston & Co. by the manu-



SECTION OF THE MAIN FLOOR, MAYER LIVINGSTON COMPANY, BLOOMINGTON, ILLINOIS.

facturers, and has attracted much attention. All garments are hung behind glass doors of dust proof cases. There are several fitting rooms, with full length mirrors on both sides. On this floor is also the millinery salon, tastefully appointed. There are two small French rooms opening from this. One section of the second floor is given to the display of play room furniture and toys for children, as well as infants' wear of all sorts. In the infants' section is a circulating library of books by the best authors on the care of mothers and babies. These books will be loaned free of charge. The second floor also contains the general and executive offices.

An unique and modern way of displaying wall paper is shown in this department on the third floor. Five hundred panels contain samples of the papers in stock, and are ranged in good light. This gives the prospective buyer the opportunity to judge his purchase as it will look on the wall. Window shades and linoleum are also displayed on this floor, which is only partially occupied by the three departments.

A mezzanine balcony affords the visitor an opportunity of viewing the first floor from a height of some fifteen feet. The effect is most pleasing, as the lights and flowers add to the scene.

In conjunction with the opening, and in the subway store twenty-five demonstrators of nationally advertised and local food products put on the largest food show ever staged in Bloomington. Managers of district sales agencies were present for the occasion. Bakers were at work in the bakery shop, and especially frosted cakes and French pastries were on display. Meats, fish and vegetables were arranged in their respective departments in such a way as to make the visitor's mouth water. Nearly

half of the subway floor is given to the china and household equipment departments. Cut glass and dinner ware are displayed advantageously, and all sorts of labor saving devices and special wares of interest to housewives. The ice plant, having a capacity of six tons per day, is located in the subway. This provides refrigeration for the meats and vegetables, as well as ice and ice cream for the soda fountain. Nearby is the huge system which provides washed air for all parts of the building, through a specially constructed ventilating system.

The Mayer Livingston store was established twenty-three years ago by Mayer Livingston, father of Maurice, Herman and Harold Livingston, the present proprietors. The first store was located in the historic old postoffice building and had but three departments, dry goods, groceries and clothing. The business expanded from time to time until a few years ago the establishment occupied buildings which covered the site of the present magnificent structure. Fire completely destroyed this building on Christmas morning, 1918. The present structure was commenced on July 10, 1919, and notwithstanding unfavorable building conditions has been completed in remarkable time. The new building and fixtures cost approximately \$500,000 and the total investment is estimated at three quarters of a million dollars.

Another new store building was completed recently when the Columbia Outfitting Company, San Francisco observed the formal opening. The new structure of this popular store featuring high grade apparel for men and women is a two-story and basement home of reinforced concrete and stands on the southwest corner of Mission and 22nd streets. It faces forty feet on Mission street and 125 feet on Twenty-second.



MILLINERY DEPARTMENT OF THE MAYER LIVINGSTON STORE, BLOOMINGTON, ILLINOIS.



AN OPENING DISPLAY BY A. FREDERICKSEN FOR M. LIVINGSTON & Co., BLOOMINGTON, ILLINOIS.

The exterior is executed in the Italian Renaissance, with plate glass and Verdi antique marble on the first floor while imitation granite cement plaster finish is employed on the second floor the finish is topped with elaborate cornice work. A great entrance with marble tile floor and elaborately paneled ceiling tend to give a very pleasing reception to the visitor while the main floor is artistically arranged presenting high grade merchandise most attractively displayed in modern cases, racks and cabinets. At the rear of the first floor is the grand staircase, 10 feet wide and leading to the mezzanine.

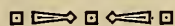
Two side staircase lead from the mezzanine to the second floor which is devoted mainly to ladies' ready-to-wear. Dressing and fitting rooms are maintained here as well as a stock room.

The interior of the store is carried out in the design of the French period influence, having as a color scheme greens and creams in pastil tones. The wall treatment is caen stone finish with pointed instone work. Lighting fixtures and other interior fixtures are specially designed and tend to make the new store one of the most attractive in the west.



Psychology in which the Eye Features

Some interesting points concerning the habits of the eye as applied to arrangement of window displays—The eye is ruled to great extent by associations—How to place merchandise in conjunction with window settings to the best advantage—Study of proportion interestingly helpful.



By Henry Sherrod

IN ARRANGING your display why not take advantage of the fact that the eye travels normally from left to right.

There are many peculiar things about how your eyes function. For example, for some reason it is much easier for your eye to move from left to right. If you don't believe this stand in front of a wall where a number of pictures about the same size and color are hanging and see if involuntarily your eye doesn't begin at the left and travel to the right. Stand in front of your window and see if you do not look at the left side first. Examine any picture and if you do not look at the left portion first, you are an exception to the rule.

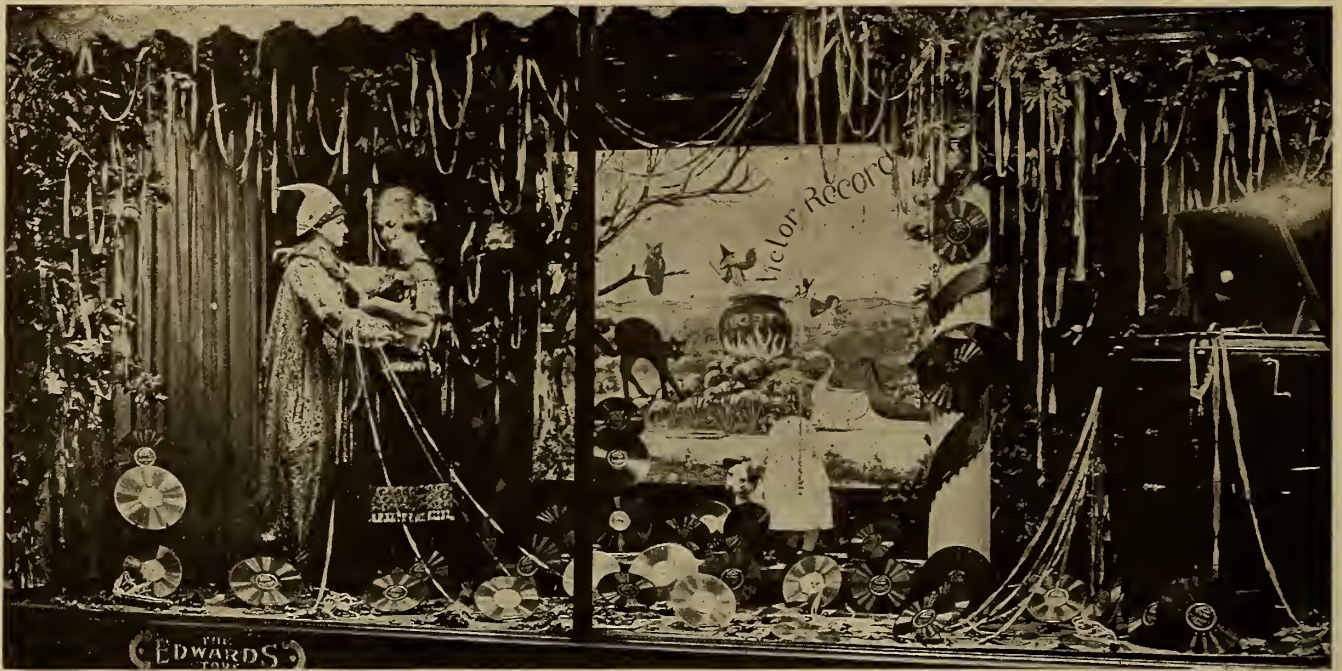
I doubt if many artists know consciously this

trick of the eye; but they must know it unconsciously, for most pictures have the chief points of interest at the left or else the movement of lines and groups begin at the left. You may think your eyes form this habit through reading from left to right, but in that case you are putting the cart before the horse. You read that way because you unconsciously look from left to right.

The eyes are ruled to a great extent by associations. In most cases our hands move more easily from left to right, and we unconsciously turn the same way. But the liking for certain movements is not the only way to carry the eye through your window. There are seven shapes that artists use in painting, namely, radii, circle, triangle, rectangle,



I. A. D. M. ENTRY BY CARL W. AHLROTH FOR THE UNION COMPANY, COLUMBUS, OHIO.



HALLOW'EEN WINDOW BY E. J. SHORT FOR E. W. EDWARDS & SON, ROCHESTER, NEW YORK.

square, cross, and diamond. Of course these shapes must be used in perspective.

Then there are angles to be used in decorating, the right angle, the acute angle, obtuse angle; of these the right angle is the least pleasing to the eye, because of its symmetry. The right angle suggests equal parts and equal parts are not so pleasant as unequal parts which are in right proportion. Equal parts have symmetry, unequal parts proportion. The eye prefers a line divided in ratio of three to five. Of course sale windows must be practically absolute balance, otherwise they look sloppy. Sloppiness has never created a desire to possess.

The proportion of three to five is known as Greek balance, or, as artists call it, the "golden mean." Some artists actually measure the sections of their painting, or window, as the case may be, before they begin to work.

Suppose you hunt up a good picture which is composed of land, sea and sky, and do a little measuring for yourself. Nine chances to one you will find the sky is either three-eighths or five-eighths of picture. You will find land and sea are also divided in same proportion—three to five.

You will find this study of proportion interesting and also helpful in your work. Too often do we find the old static stilted balance. It always reminds me of the two little boys counting chest-

nuts in a graveyard, "You take this one and I'll take that one," or this one here and a similar one over there.

The movement of the eyes, and therefore the most pleasing is an upward motion from left to right. For instance, when you are about to enter a room the first thing you see is the floor. Doubtless the explanation for this is that for countless ages we have been learning to "watch our step." Our ancestors did this in jungle, cave and mountains and we have been doing it ever since. When you cross the room your eyes may see many things but you are going to see that your feet are planted in a safe place. When a person stops to admire your window instinctively, unless you have treated it differently, he is going to see the floor first, then his eyes will travel upward to the right. Take your window and analyze it; let one group lead easily from one to the other; catch and hold the eye at each one. You can't do this well with a crowded window, for the eye must have a place to "get in."

Of course you can find excellent windows that use many devices to control the eyes, especially in concentrating the interest by means of color, but the fact remains that the easy and natural way is for the eye to enter at left and travel upward to the right.

Why not display your merchandise so as it will let the eye follow the course of least resistance rather than antagonize it by forcing it unnaturally?



Suggestion for Window Backgrounds

By A. Lubarsky

IN planning and designing the more attractive and artistic type of backgrounds, such as generally utilized for such occasions as formal openings, season events or special store jubilee or anniversary it will be found advantageous to employ a background designed after the more modern tendencies in art.

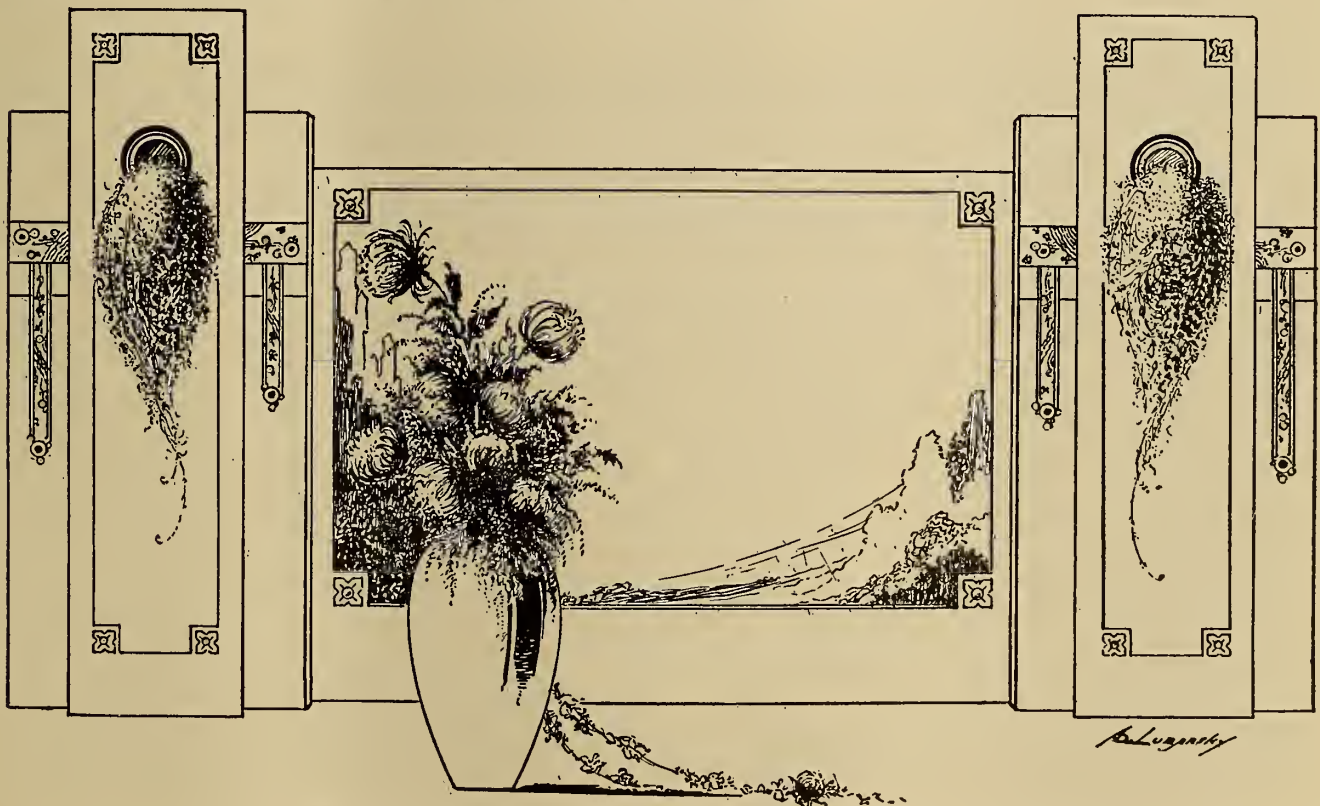
In most cases, where the older art ideas are used one does not get the feeling of "newness" and freshness in the display due to the fact that the greater number of the people are more or less familiar with the old art styles, and this naturally has a tendency to create the impression that the particular setting is not up to minute. To be sure, when the display man desires to use some special period style because of character of merchandise to be displayed, it is advisable to refrain from fulfillment of the strong impulse to inject in the setting the latest art vogues. For example, if a line of merchandise of the Colonial period is being presented it is much better taste to carry out the background design in keeping with the Colonial tendencies in design and ornament than to place the merchandise midst a setting of the modern art tendencies or poster creations.

An interesting background suggestion is presented in conjunction with this article and for dis-

play men looking for something new and attractive it affords a most desirable opportunity for an attractive and artistic setting. The drawing indicates a background and floor treatment that may be utilized in practically any window with or without the permanent background. The attractiveness of the setting may be readily adjudged, and the further enhancement would be provided through the proper employment of artificial flowers and foliage. This setting is of such nature as to make construction a matter of exceeding simplicity.

Should the design be used for Fall a most pleasing embellishment could be added by the employment of garlands of asparagus ferns or any one of a number of artificial foliage pieces in the proper Fall colorings, or combinations of flowers and foliage, fruit and foliage, etc. may be used. For a Christmas setting it may be employed with equally pleasing effect with bright red ropings and metallic foliage and tinsels.

The setting suggested here may be readily and easily installed and requires only the series of 4 x 4 posts, height and width depending on size of window, seasonal scenery in soft colors made on canvas sheeting or light composition board. The flooring is to be finished in triangular shaped designs and painted.



SUGGESTION FOR WINDOW BACKGROUND BY A. LUBARSKY, CHICAGO, ILLINOIS.

Opera in the Store Window

How one Philadelphia merchant capitalizes on displays featuring pianos, phonographs and music rolls—Displays instrumental in arousing cultured interest with demand for higher priced products—An operatic set which created unusual attention and brought big volume of sales.

By Walter W. Hubbard, Jr.

THERE'S a certain notion, a sort of "holy of holies" about opera music, just as there is a certain false sanctity about the old masters in art, that defies adverse criticism; a certain lofty feeling which brands as uncultured heretics all who either ignore or criticise it.

Realizing that very few people are adept at playing the piano and that an even smaller number of them are able to play the operatic and symphonic compositions of the great masters, a Philadelphia Chestnut Street piano dealer has capitalized that idea in the sale of music rolls, phonographs and player-pianos. As he is carrying about half a dozen popular makes of music rolls, his own and other makes of player-pianos and two well known phonographs, the necessity is apparent of arousing a certain amount of

real or artificial culture in the buyers to sell the higher priced products.

As it now stands, the store window holds, as the centre of attraction, a miniature operatic set, much the same as is designed for theatrical producers. In point of fact it consists mainly of a large soap box mounted on a stand level with the eyes of passers-by, and draped with dark green velvet. The front of the stage, none of the rough "soap-box-effect" being visible, consists of a large gilt frame, made to fit the box and overlapping enough at the bottom to give concealment to a row of tiny electric lights, colored, of the Christmas tree variety.

As it might interest those in search of new "stunts," a brief description might not be out of place. Several boards have been removed from the top of the



DISPLAY BY J. R. TOMS FOR LEBECK BROTHERS, NASHVILLE, TENN.

box which permits the lighting of the upper part of the stage and the consequent elimination of shadows. The "up-stage" lighting is accomplished with two ordinary mazda lamps, colored or uncolored, depending on the necessity demanded by the scene, or by eight tiny Christmas tree lights of various colors.

Ordinary pleated curtains hang at each side of the box, red is the preferred color, and they are placed inside the gilt frame. In addition an ordinary strip of cloth, the same color, is ruffled and hung from the top, inside the frame. The whole effect draws crowds to the window at night especially, and of course an easel carries a neatly lettered card announcing the act and number of the scene of such-and-such an opera. Other cards, lettered in the same color scheme, but not so large, call attention that the opera records (say "Carmen," for example) can be secured on music rolls, or on several makes of phonograph records, and can be heard inside without cost, on the player-piano or phonograph.

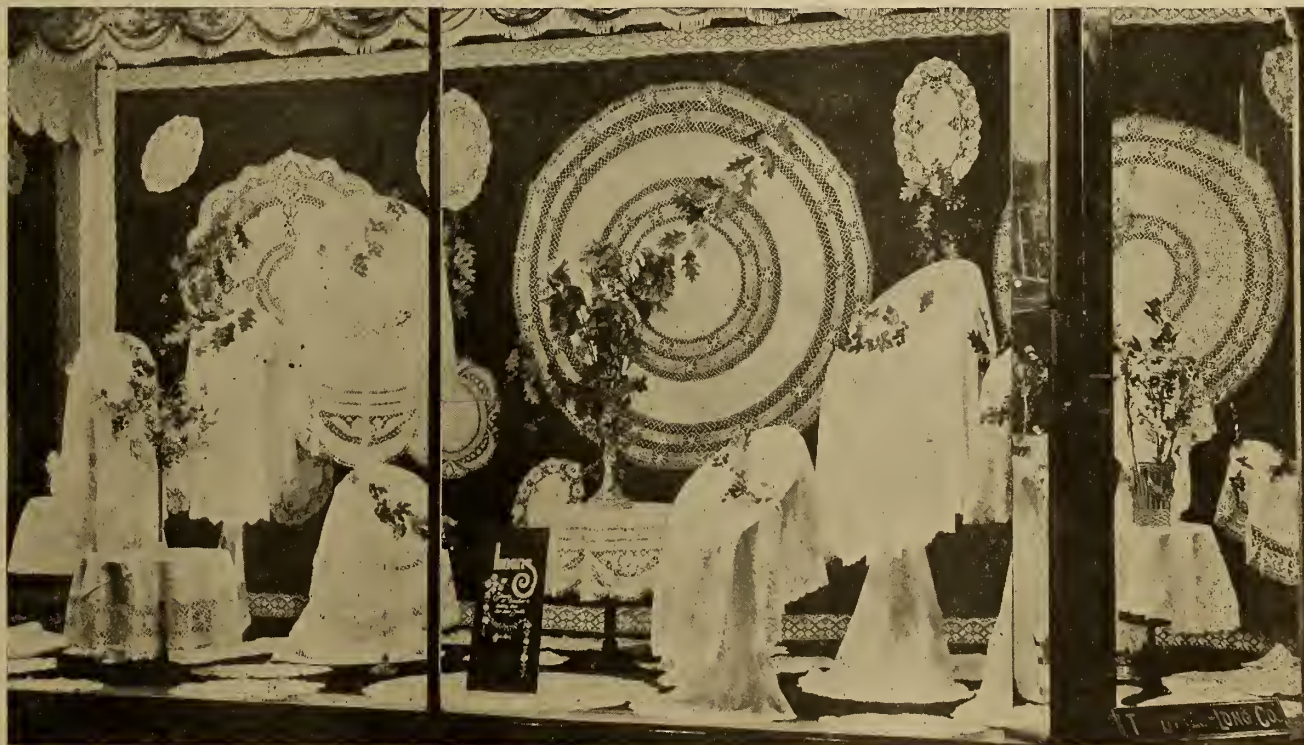
This invariably keeps the stock of operatic selections moving nicely and gives those who come in, a chance to hear other records and rolls and see various musical instruments displayed and played.

It would seem to the store in the smaller city that the problem of getting the scenery painted would be prohibitive in price or in not being able to secure an artist locally who could do the work. This particular store has a man who handles that to perfection, the back "drop" being merely a sheet of heavy illustration water colorboard. The side pieces are painted on any grade of stiff cardboard, usually two on each side,

tacked on a vertically set block and set in the show box at an angle so that they turn toward the back drop and tend to hide any of the wooden sides of the box. The figures are cut out of a stiff but easy-cutting grade of bristol or cardboard, colored.

For the man who faces the problem of not being able to get an artist to paint the sets and figures I might suggest that he hunt around town for some graduate of a correspondence school or out-of-town art school, and place in his hands the Victrola book of the opera and various illustrated record catalogs with opera sets pictured—also any advertising matter issued by the larger concerns containing costumes, etc., used in operas. Tell the artist what is wanted,—give him certain leeway and instructions as to a moderate price,—and the promise that the window should have one display every two weeks and you will be surprised at the quality of the work you can secure.

Twice a month our display is changed,—and around holidays special sets are used instead of operas,—scenes from the civil or later war,—and special patriotic music rolls and records advertised. Needless to say, the newspaper advertising must be indirectly or directly connected with the window display to insure a greater degree of success, and for the man with a chain of stores, as this particular piano company has, will find himself fortunate in being able to ship sets from store to store and back,—the only extras being the cost of another soap box the same size in the next town. Our daily advertising, on all makes of musical instruments, is directly connected with the window.



DISPLAY BY J. F. O'CROWLEY FOR LITTLE-LONG COMPANY, CHARLOTTE, NORTH CAROLINA.

Need of Sales Producing Displays

O. C. MAC LEOD is presenting displays of unusual character and beauty at the great McCreery store in Pittsburgh, and leading artists from every section of the country are high in the praises of the new display manager of



O. C. MacLEOD.

this big Pittsburgh institution. It is generally conceded that Mr. Mac Leod is an artist of the first water and is giving the shopping public of Pittsburgh something unusual. This recent New York

display man stepped right into the shoes of Charles A. Vosburg a few weeks ago and gave immediate evidence of his skill. The August windows arranged for special events were hailed as among the best selling windows ever placed for the McCreery store. A glance at the illustrations presented here give a fair idea of the beauty of Mac Leod displays.

Unusually interesting and instructive are the remarks made by Mr. Mac Leod following his recent tour of store and window inspection which took him to Chicago, Detroit, St. Louis and other leading cities. Mr. Mac Leod says:

"I believe that more stress should be laid on sales-producing windows rather than spectacular displays.

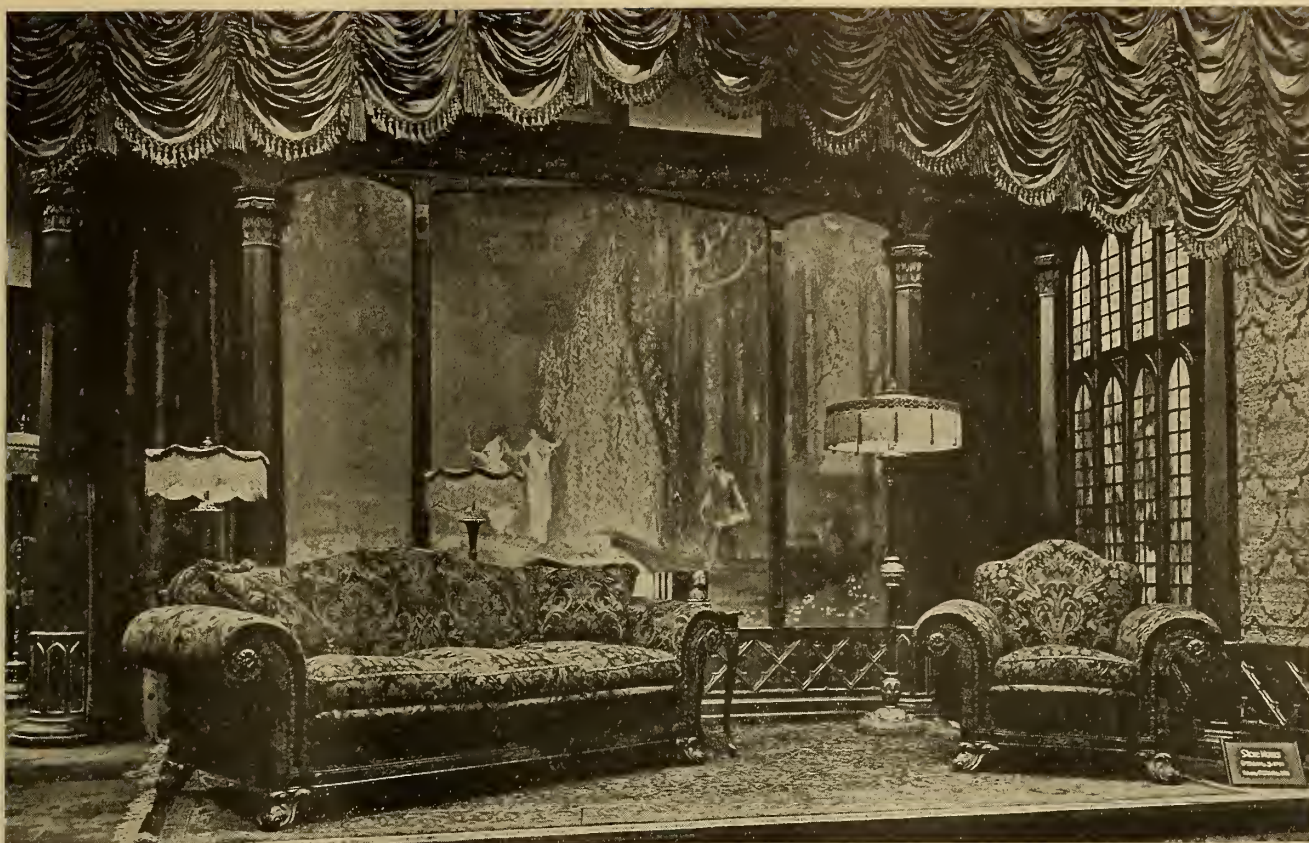
While appropriate backgrounds are necessary to the proper showing of merchandise, the backgrounds themselves should not predominate and detract from the goods displayed.

I have found through observations in New York and Chicago that too much attention is given to backgrounds of such a nature as to overshadow the merchandise on display. The most vital thing in all kinds of displays is that they should not merely arrest the attention of the passerby, but lead to actual sales, and thus make the window decorating department a producing department rather than a dead expense.

Most concerns have long considered the display department one to be tolerated because it was neces-



DISPLAY BY O. C. MacLEOD FOR MCCREERY & COMPANY, PITTSBURGH, PA.



ANOTHER BEAUTIFUL DISPLAY BY O. C. MACLEOD FOR MCCREERY & CO., PITTSBURGH, PA.

sary for the outward appearance of the store, instead of regarding it as an actual sales-producing department equal to—if not greater than—the advertising department. The average purchaser to-day desires not only to read about the merchandise handled by a concern, but is more convinced of its merits when he actually sees the things attractively displayed.

I believe also that more attention should be given to detail, such as correct color combinations, cleanliness of windows, glass, fixtures, floor, finger stains, etc.—also such small details as the position of tables, floor lamps, and arrangement of natural settings.

As an instance of this, when in Chicago recently I saw a reading lamp placed over an easy chair in a living room furniture display, which was so placed

as to make it impossible for anyone to sit in the chair without striking his head against the shade of the reading lamp. These things seem small, but they mar an otherwise beautiful display.

In order to be successful in his profession, a display manager should be one who has worked his way up from the very bottom of the game—understanding the work of the porter as well as the head of the department. He should have a thorough knowledge of market conditions relative to window fixtures, etc., correct forms to be used with up-to-date apparel, and proper accessories for various occasions.

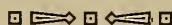
He should co-operate with the buyers of the various departments and know their requirements, and thus aid them in creating business.

Tact, patience, and hard work are three essentials for a successful display man."



Notes from New York

Plans for new display men's club under way—Month of unusual activity is featured by opening of section of new Abraham & Straus Fulton Street front—Improvements at Bedell's rapidly nearing completion—Macy's hold silk opening—Most beautiful collection of Parisian costumes displayed at Altman's "Dressmakers Opening"—Windows feature McCreery's 63rd anniversary



By F. F. Purdy

IT APPEARS that the affiliation of local display managers is to be revived and a successor to be organized to the Display Managers' Club of several years ago. The fore part of September a meeting was held of a few display men, including Messrs. Munn, Hopkins and Vosburg, and tentative arrangements were made for a meeting and dinner at the Pennsylvania Hotel on September 28 for perfecting of an organization. The sentiment appears to be for the admission of assistants as well as display managers, and for affiliation with the I. A. D. M. It is too early at this writing to give the details of the dinner of the 28th, but the idea of reorganization has a great deal of interest behind it, and we shall no doubt continue to hear much of the movements of this new body.

The most important move the past month in the way of local store and window improvement has been the opening of the west half of the Abraham & Straus Fulton street front, which has been closed for marked changes in which the public were greatly interested, in accordance with the announcement lettered at the entrance by the firm asking indulgence while the very important changes were made. Thus about the middle of September the two large windows west of main entrance were opened, revealing, as was foreshadowed in these columns a month or two ago, a fine stone setting. Strictly speaking, the background is of Korsodium stone, a marble product, in its formation and treatment reminding one of caenstone, being thus cut and adapted to its uses. The base of the windows was

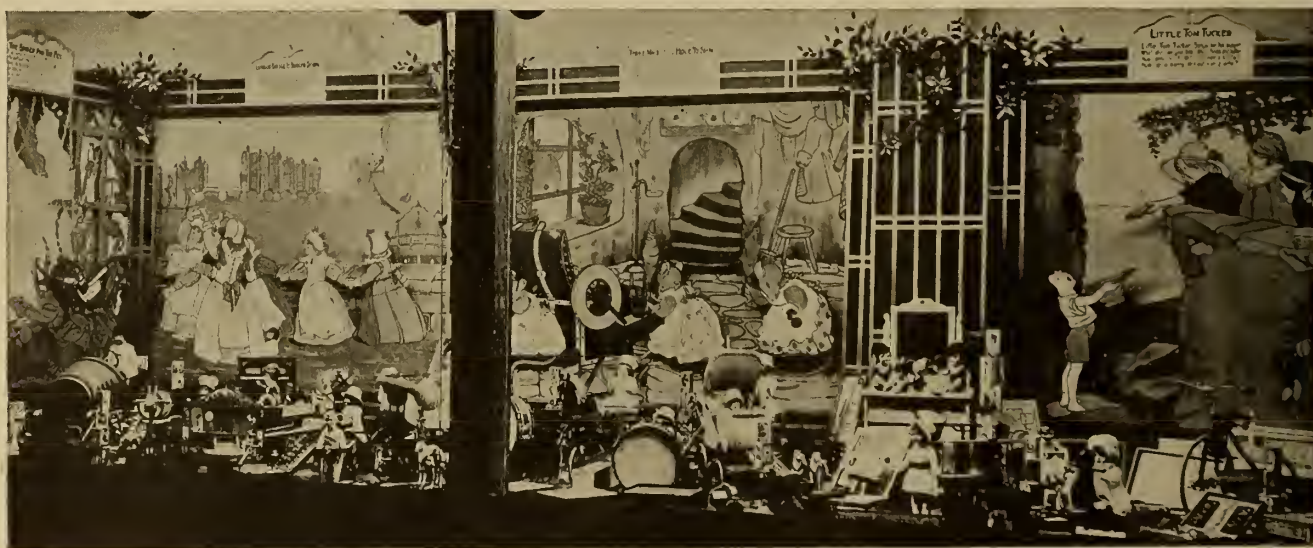


PLATE No. 2000. DISPLAY BY H. R. CLAUDIUS FOR FOSTER-ROSS, AUBURN, NEW YORK.

The displays presented in this plate and in Plate No. 2001 on opposite page formed two windows of the remarkably clever series of Christmas displays arranged by Mr. Claudius during the holiday season of 1919. The set was worked up from a child's story book with different characters in each picture enlarged to the desired size and cut out of composition board. The background was painted on same material. A narrow platform was constructed against the back of

each window about 14 inches from the floor, then the background was placed on this and characters placed at the proper distance from background, thus providing the desired effect. Each section was set off by a bright red and gold frame, set four inches in front of cut-outs, and over each section and in the center of the frame was the nursery verse that went with each picture. Red foliage and gold poinsettias were used on framework.

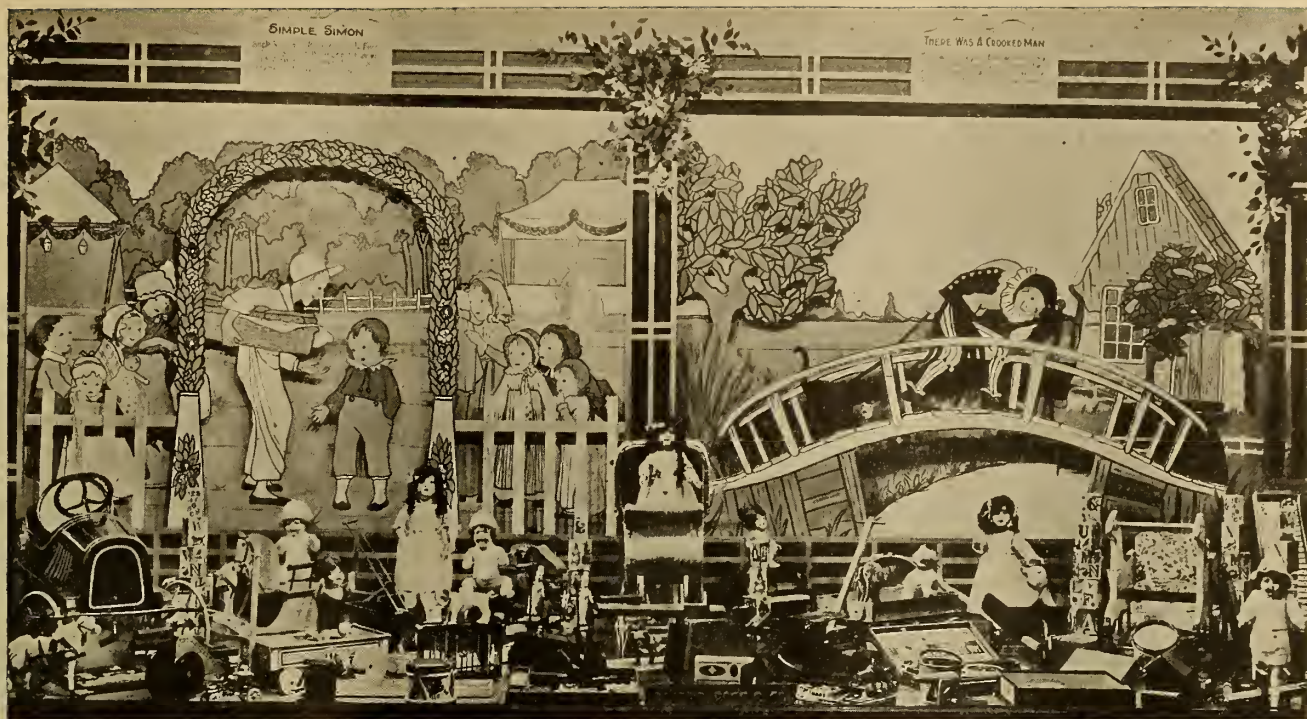


PLATE No. 2001. DISPLAY BY H. R. CLAUDIUS FOR FOSTER-ROSS, AUBURN, NEW YORK.

of the same stone, but unpolished. This stone has a mellow tinge, without the coldness that would be thought of stone, and it is adapted to the display of high grade merchandise. The windows were opened with displays of silks and of millinery, one of each. In the silk window Mr. Rooney had a showing of metallic silks in all the orchid shades, accompanied by a beautiful oil painting of a woman in a setting of similar hues. French glassware was also present to add emphasis to the orchid hues. The millinery window was re-enforced by the skillful and artistic use of screens.

At the time the foregoing windows were opened. two others, the opposite side of the main entrance, were closed, and work is progressing in fitting them up in the same style, which will be completed in about three weeks. These windows will be done in caenstone composition. When these are finished the last two on Fulton street and further east will be started. The twelve windows on the Livingstone street front will also be similarly treated. In fact, it is planned at this writing to have them all in by October 15. At the corner of Livingstone and Hoyt streets the large window there will be fitted, in addition with a fountain and tanks, with overhead appurtenances to provide for waterfalls when desired, and fountain sprays, for all of which, singly or otherwise, there is occasional important use and need, in the present vivid and up-to-date presentation of merchandise and ideas to the public. The A. & S. Fashion Show, by the way, is being held, beginning with October 5. Mr. Rooney is running it off in silver and blue, in a large area on the

second floor, the gowns and suits being shown on living models. Speaking of A. & S., Mr. Katz, former display manager of this house, is now understood to be in charge of the interior arrangement of the Kaufmann Department Stores Co., Pittsburgh.

While in Brooklyn the windows of Arthur N. Waldron at Loeser's will not be overlooked, and in the middle of September he came out with his millinery opening and used the entire Fulton street front for millinery, beautifully displayed. Mr. Waldron, since his serious illness of nearly a year ago, which left its marks, has "come back" in fine shape and is in excellent health and spirits and doing work that is widely and favorably commented upon.

The Bedell Brooklyn store is now nearly doubled, with a Fulton street frontage of 110 feet, and the 50-foot addition was opened September 19, when Mr. Boustead and architect and contractor were over getting things in shape with Mr. Cook, the local display manager, who now has an extra assistant. This store, with the addition, has a large island and four good-sized windows, and the throng walk into the wide entrances and around the "islands" and are inside of the store before they know it. The island window is a big thing for the specialty store. As some one remarked to Mr. Boustead, "The women are inside, 'signing here,' and handing over \$10 and \$20 bills in record time."

Over at Macy's, Mr. Vosburg started off in mid-September with his silk opening, where a three-window front was filled with displays of brocaded

silks, draped over fixtures and on forms in fine style. The transition from the Pittsburgh practice of having a big general opening, to the New York policy of featuring department merchandise either separately or in groups was a new thing to Mr. Vosburg, who appreciates the New York argument and theory and is adapting himself nicely to it. Instead of his large staff starting in at 5 a. m., he has changed the arrangement to an 8:30 start. All windows are dressed right after the store closing instead of in the early morning.

The Altman decorative staff staged with fine effect the "Autumn exhibition of Paris model gowns and wraps" that was opened on September 16. This is known familiarly as the "Dressmakers' Opening," and a quarter of the fifth floor, a space about 100 by 150, was used for the purpose, set off, like a ballroom scene, beautified with flowers and palms, with fine lace curtains at the windows. Some fifth handsome Paris costumes were shown, mainly on living models. The Altman authorities say that this was the finest collection of costumes ever brought over from Paris. Conservative colors, not too "high," were predominant. Velvets and metal laces were conspicuous, and will evidently be favored this fall. Many of the woolen dresses were liberally trimmed with fur, and a number of Duetyes were seen. Silks in metal brocades and black chiffon satins were in evidence. The afternoon dresses were generally with elbow sleeves, empha-

sizing the vogue of long gloves. The evening dresses were almost universally with short sleeves.

Jerome Koerber, display manager for Strawbridge & Clothier, Philadelphia, was here last month—this time said to be looking for assistants. Mr. Koerber has a big contract and wide initiative in decorating the store up to any limit, inside and out, and he keeps in close touch with New York for many reasons. Strawbridge's is far down town, and the firm makes up some slight disadvantage in location with a lavish and beautiful treatment of store and windows that Philadelphians by the thousand feel bound to see.

Owen Rossiter, former display manager for Macy and Lord & Taylor, was a visitor to New York last month for several days and met many of his former associates at Macy's and elsewhere. Mr. Rossiter is pleased with his progress and prospects at the Filene store in Boston, which is under one of the most enterprising plans of management of any of our Eastern department stores.

A recent change here is that of Philip Heath, for a year or more a valued assistant at Macy's, who is now display manager for the largest clothing and men's furnishing store of New Orleans.

James McCreery & Co. started the celebration of its sixty-third anniversary on Monday, September 27, illustrating its growth in progressive merchandising. The fall opening of the store is coincident, and the evident design of the management,



TOY DISPLAY BY LESLIE D. SLACK FOR I. LIVINGSTON & SONS, BLOOMINGTON, ILLINOIS.



ONE-PIECE DRAPING BY RAYMOND DOOP, RAMSEY D. G. CO., JOPLIN, MO.

through display manager John H. Beyer, is to show the finest of merchandise in the finest possible manner. Not only are the eight windows of the Thirty-fourth street front used, but there are special backgrounds in the Thirty-fifth street windows and Fifth avenue arcade, with notable displays. Besides, the cases and ledges on the main floor and throughout the store are trimmed with emblems of the fall that constantly remind the visitor of the continuance of a worthwhile event. The careful arrangements, made with consummate exactness and detail by Mr. Beyer, are worth some extended description, which we commend to the study of display managers everywhere:

The entire Thirty-fourth street front seems to suggest evening apparel, and yard goods are used in merchandising it. The opera and evening function are constantly brought to mind by the luxuriousness of the materials—even by the one window in which a beautiful fairy tale is depicted—but of this more anon. Let us start with the window furthest west, toward Broadway. Some nine inches in front of the mahogany background is a nine-foot high velvet background—each side in three sections, that in rear widest at each side, leaving space between; next background section not so wide at each side; next section, further front, still narrower. In color, this combination background is in twenty-

four hues of velvet, shading gradually one into the other. Looking through the archway between the two sides of the background, the visitor sees a beautiful turquoise blue and silver brocade panel. On the velvet background, by the way, are rows of jewels and spangled tinsel effects. The flooring consists of silver and blue blocks of metal glitter. Center of window contains a series of large Futurist fruits on velvet covered disk, borne in a large silver plated basket, from the handle of which depends large streams of beautiful dress trimmings. To right, rear, is a large Grecian fruit bowl filled with Futurist fruit, in various hues, like red bananas, green pears, scarlet peaches. The merchandise feature consists entirely of trimmings, fine goods all of recent importation.

Skipping one window, to the next—just at the left of entrance—it balances the foregoing, just described, but laces being featured, with same general treatment—against the trimmings of first window. Between the two, in center, is the silk window. There is the same velvet background treated the same way, with a similar color scheme, while the panel is black and silver tapestry, as seen through the space between the two series of backgrounds. On each side is a series of pipes and squares running to a height of seven feet. In the center is a large and hand-

somely shaped stairway, with three steps in black and blue crackled effect. The floor is of silver and black blocks. On the left side stands a beautiful antique chest, from which the handsome silk fabrics are draped down to the floor. To right stands another Grecian bowl of Futurist fruit in high colors. On the steps stands a Moroccan damsel standing, well poised in her dance. From her hands are draped long sweeps of brocaded silks running down the steps to the floor.

Now visualize the windows to the east—just right of main entrance. The background is of Batik silk showing a sunset effect, which is ornamented by a luxuriant tree, and a conception of the artist which gives the idea of the four winds blowing the leaves from the tree. The potency of the imaginary winds is shown by the autumn leaves which are scattered on the floor. The setting consists of one large marble table toward center and a marble bird bath toward the corner. The merchandise is evening gowns, shown on two wax models, one having the effect of a newcomer entering, while the other stands in position ready to extend a welcome. Skipping the next window, to the one at further end, there is the same general effect in background, though the design is different. There is a large marble chair standing near center, and a small marble table toward corner, back, left. The setting in the window is charming in its human interest, being composed of three wax figures—a little girl, who seems to be the hostess of the party, and is evidently trying to kiss a little boy good night, the boy being bashful and endeavoring to get away. A lady is regarding the scene benevolently, who is no doubt the boy's mother, wearing a beautiful evening wrap, which is the merchandise featured. Boy wears black velvet suit and girl an evening dress.

Center window of this east group is for evening gowns and weaves in the beautiful theme of Cinderella. Central scene, ballroom on the third night—entire window mellowed with blue lights, giving the wierd effect. To right is a series of three steps—the entrance—on which the Prince stands arrayed in all the glory of the Middle Ages. In enter of background is a large balcony and window effect. In the balcony, running entirely around the complete opening, and 24 inches high, can be seen figures in evening gowns, while looking through the window is a gorgeous ballroom scene, with people dancing and sitting about. The close observer

can notice the hands of the clock pointing to 2 minutes past 12. This is the third night of Cinderella's entertainment, whereas her fairy godmother has told her to be out of the palace by midnight. In the window proper can be seen the beautiful wax doll of Cinderella. Her fine evening gown has fallen from her and fallen on the steps, and she is fast falling into the status of the poor Cinderella. Her golden locks are blowing straight out in the air as she makes her way and the slipper she has lost can be seen, on which is concentrated a high-powered spotlight. At right corner, back, is a large pumpkin, denoting turning back to old form of the fine carriage. To front, right, the reins indicate that the horses have again returned to mice and made off. The merchandise shown consists of gowns worn by Cinderella and others, while a specially fine pair of slippers of size 2½ were made for the event. To children who had read Cinderella this unique and beautiful scene was a red letter event. To others it was a thing of beauty and cause of admiration. James McCreery & Co. are liberally appropriating thousands of dollars in staging events and demonstrating their merchandise to the public, and Mr. Beyer is doing some admirable work in carrying out their policies.



Winners in National Contest

THE display contest held in conjunction with the convention of the National Association of Retail Clothiers at Hotel Sherman, Chicago, September 21-25 was a most successful event, leading men's wear artists from all sections of the country entering photographs in the competition. First prize in the men's clothing class was won by L. F. Dittmar, display manager for Rike-Kumler Company, Dayton, Ohio. George B. Scott, who directs the display department of The Metropolitan, Dayton, was given honorable mention in this class.

In the men's furnishing class first prize was won by Clement Kieffer, Jr., display manager for C. A. Weed & Company, Buffalo. Arthur W. Merry received honorable mention. A silver loving cup was awarded in each class. Other display men to receive special mention were: Carl W. Ahlroth, Union Company, Columbus, Ohio; M. Wolfson, Baer Bros. & Prodie, Chicago; C. J. Westvig, Dotson, Kerwin, Waterloo, Iowa, and G. H. Patrick, Washer Bros., San Antonio.





Annual Prize Display Contest

Merchants Record and Show Window Contest for 1920-21 opens—Twenty-one valuable prizes including beautiful silver loving cup, ten gold medals, ten diplomas of merit and a number of awards for special excellence—All display men eligible.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competitions in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals or to possess a diploma of award given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive design that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value. The Diplomas of Award are hand engraved on the finest parchment, of unusual beauty of design and workmanship.

Every display man who has good windows and knows how to decorate them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of the store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S AND BOYS' CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

The first prize in each of the above ten classes is an Engraved Gold Medal. A beautifully engrossed Diploma of Award is awarded as second prize in each of the above classes.

Grand Prize—Sweepstakes Class

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restriction whatever, is eligible to enter photographs in any and all classes.

Each contestant, is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the MERCHANTS RECORD COMPANY.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1921.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked up on the back of each photograph as follows: "For ANNUAL CONTEST," with name and address of decorator.

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "MERCHANTS RECORD AND SHOW WINDOW" and two window decorators of acknowledged authority.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

Published on the Fifth of Every Month by

The Merchants Record Company

J. F. Nickerson, President and Manager.

Edw. H. Fox, Vice Pres. and Adv. Mgr.

James W. Foley, Editor

T. A. Bird, Mgr. Service Dept.

5707 West Lake Street - - - Chicago, Illinois

City Office, Room 511, No. 163 West Washington St.

Telephones, Austin 1303 - 1304

EASTERN OFFICE: Suite 5001 Woolworth Building, New York City
Telephone 7363 Barclay

OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

****In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.**

****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

** Copyrighted by the Merchants Record Company*

October, 1920

An Editorial

THE following editorial "The Gospel of Work" by H. H. Southgate, advertising manager for the United States Motor Truck Company, and published in The Floating Power Plant News, house organ of the U. S. Motor Truck Company, presents a strong argument and at this time is indeed worthy of wide circulation. The editorial:

Is America to become a nation of shirks and slackers? Shall we continue to "let George do it"? Or are we now ready to emerge from the mental slump which followed the Great War and jump aggressively into the world-wide battle of commerce, forcing our way to our rightful leadership among the nations of the earth?

Our place is among the leaders of the earth in commerce, finance and industry. But unless we come out of our trance that place will be forever lost to us. America today plays the part of the dissolute Nero, jazzing away

the precious hours while the Rome of our opportunity is destroyed by the fires of indifference.

"George"—meaning both our friends and enemies among the nations—is doing it, all right. He is going full speed ahead. Instead of leading, we are trailing. And lack of production is wholly responsible.

Work pays the bills. Work earns promotion. Work—honest, hard work—will help bring down the high cost of everything. Nothing else will. What America needs is less conversation and more perspiration.

We idle. We talk. We play. Others work. They toil night and day to repair the ravages of war, and to build up production in all lines.

What is the answer to be? Will America work, or will she want? Is the high cost to decrease, or will idle plants and empty shelves force it still higher?

The man who works fewer hours or does less work hurts his own cause. He cuts down production. He is an industrial SLACKER. There is no more excuse today for his conduct than there was in war times for the man who evaded his war obligations. Not alone does he injure himself. He hurts his family—his friends—his country.

Our safety as a nation depends upon PRODUCTION—hard, driving effort to forge ahead. Before the war, and during it, we made wonderful progress through production. Then we stopped to rest. Our minds and bodies are now rested and refreshed. Once more we must work—work to LIVE. The prosperity of the future depends wholly upon our actions today.

PRODUCTION means work—WORK—and still more work!—until each of us has reached the height of his efficiency and earning power. Not alone do we need production in the factory, but in the office, on the road, on the farm, in the home—in every phase of our lives.

Work, for the joy of work itself—for the sake of successful accomplishment—for the betterment of all—to bring down the high cost of living through increased production and decreased overhead—for the future peace and comfort of our sons and daughters—for the salvation of America—WORK!

Talk will not right conditions. Act! Work more and talk less. And as production creeps higher, day by day, the difference in prices and conditions will become apparent. PRODUCTION alone will make that difference. Work brings production. Preach the Gospel of Work.



Cashing In on Special Service

ORDINARILY one would not think of going to a department store in quest of a state license to own and operate a motor car, but through recent advertisements of the Lord & Taylor store, New York City, the public has been made aware that official authorization for operating an automobile in the state of New Jersey can be obtained by applying at this store's new "Man's Shop," on the tenth floor.

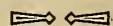
Lord & Taylor's, in other words, have made arrangements with the New Jersey authorities whereby they are enabled to render special and unusual service to the hundreds of motorists who reside in New Jersey, but work in the big metropolis across the river. A branch of the state motor license bureau has been installed in the store; and owners of cars can now get their certificates and tags without having to take the time and trouble to go to

New Jersey and take their place in the long line at the main office of the license bureau.

The store, of course, makes no direct profits out of this service, but indirectly the profits are undoubtedly large. It leads to many sales of motor apparel and accessories which otherwise might be diverted elsewhere and also results in sale of other lines of merchandise too, besides motor equipment. In addition to bringing automobile owners to the store, the novelty of a department store issuing motor licenses is a mighty good advertising feature.

Since the beginning of the world war the practice of rendering such special service to the public has suffered a decline. Rising costs, scarcity of help, and other merchandising conditions which compelled a reduction of "overhead" had caused the retail dealer to cut out these accommodations.

Now, the policy of apparently giving the public something for nothing is coming into vogue again. Big department stores and small dealers alike are beginning to realize more and more that no matter what it costs special service pays big dividends.



Dean and Kieffer Direct Pageant

THE greatest celebration in the history of Buffalo took place on Friday, September 24, on the occasion of the 300th anniversary of the landing of the Pilgrims at Plymouth Rock. Representatives from Great Britain, Canada and the Netherlands were in the city and participated in the events of the day.

The outstanding feature of the day, replete with unusual attractions, was the great street pageant, pronounced the best ever witnessed in Buffalo. This monster parade was planned, organized and conducted by the members of the Buffalo Association of Display Men. Mr. John R. Dean, Buffalo Trust Company, being chairman of the Parade Committee. Assisting Mr. Dean was Clement Kieffer, Jr., display manager for C. A. Weed & Company and a most energetic worker in the display ranks.

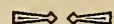
Other display men members of the Buffalo Association of Display Men taking prominent part in the success of the day are: Edward D. O'Dea, E. E. Closkey, Carl Sickler, Phillip Belanca, George Murray, Mark Spaulding, Joe Becker, Frank Stock, A. J. Albert, Charles Leech, George Greenleaf, John Wolfgruber, William Strong, William Baum, Harry Van Wie, Edwin Goldstein, Charles MacKearnin, G. S. Robinson, William Haynes, Walter Lantaff, Charles G. Haas, W. H. Barry, Howard Johnson, William Amborski, E. Kurnzski, E. L. Buehl, Joseph Streiber, Frank Wiliax, E. McEachnie, Benjamin Meneschy, Lester Erlenbach, Arthur Wamsley, George Torrigian, William Wright, Charles A. Reichert, Mr. Geary and Mr. Curry.

Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington, Ill.
W. C. Grams, Denver, Colorado
F. B. Waldo, Boston, Mass.
I. H. Roy, Quebec, Canada
William H. Richardson, Sidney, Australia
Homer H. Seay, Charleston, W. Va.
John L. Stark, Portland, Ore.
A. W. Brown, Ottumwa, Ia.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.



Our Service Department

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Metal Display Fixtures....
Outside Show Cases.....	Wax Figures.....
Show Cases	Papier Mache Forms
Clothing Cabinets.....	Electric Signs.....
Elevators	Store Lighting.....
Store Seating.....	Window Lighting.....
Lace Racks.....	Show Case Lighting.....
Rug Racks	Color Matching Lamps....
Curtain Racks.....	Papier Mache Decorations.
Backgrounds, Ornamental..	Artificial Flowers.....
Backgrounds, Hardwood..	Card Writer's Supplies....
Cash Carriers	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Store Ladders.....
Delivery Trucks	Air Brushes.....
Metal Furniture.....	Wax Figure Repairs.....
Shelving	Floors for Show Windows.
Wood Display Fixtures....	

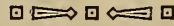
Write in names of subjects not listed.....
.....
.....
We expect to build (.....) Remodel (.....)
Date

Name
Address
.....
Dimensions of Store.....

Cut out and mail to Service Department, Merchants Record Co., 5707 W. Lake St., Chicago.

State Street Notes

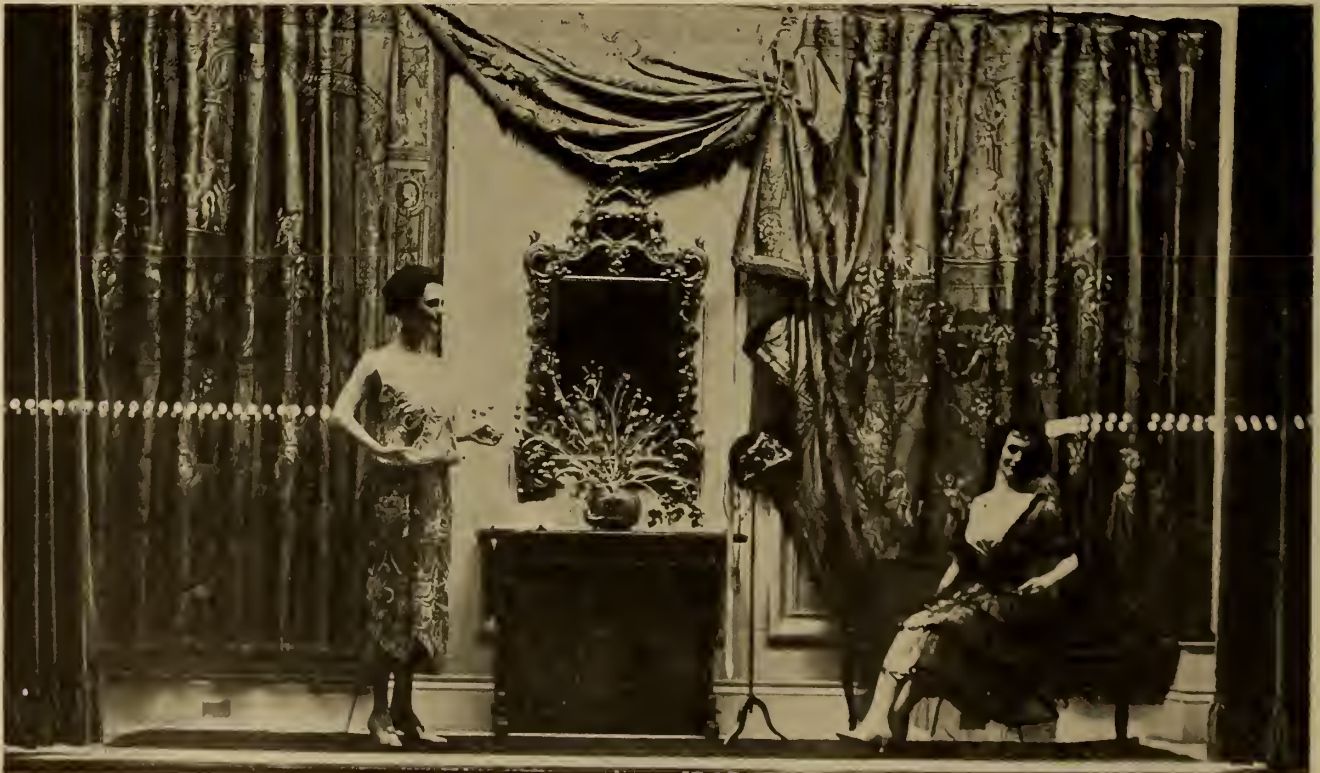
Merchandise of rare richness and brilliant coloring features State Street show windows—Openings delayed in several big stores—Elaborate background construction absent from present displays—Big reduction in clothing prices predicted—Price reduction urged in order to stimulate normal buying



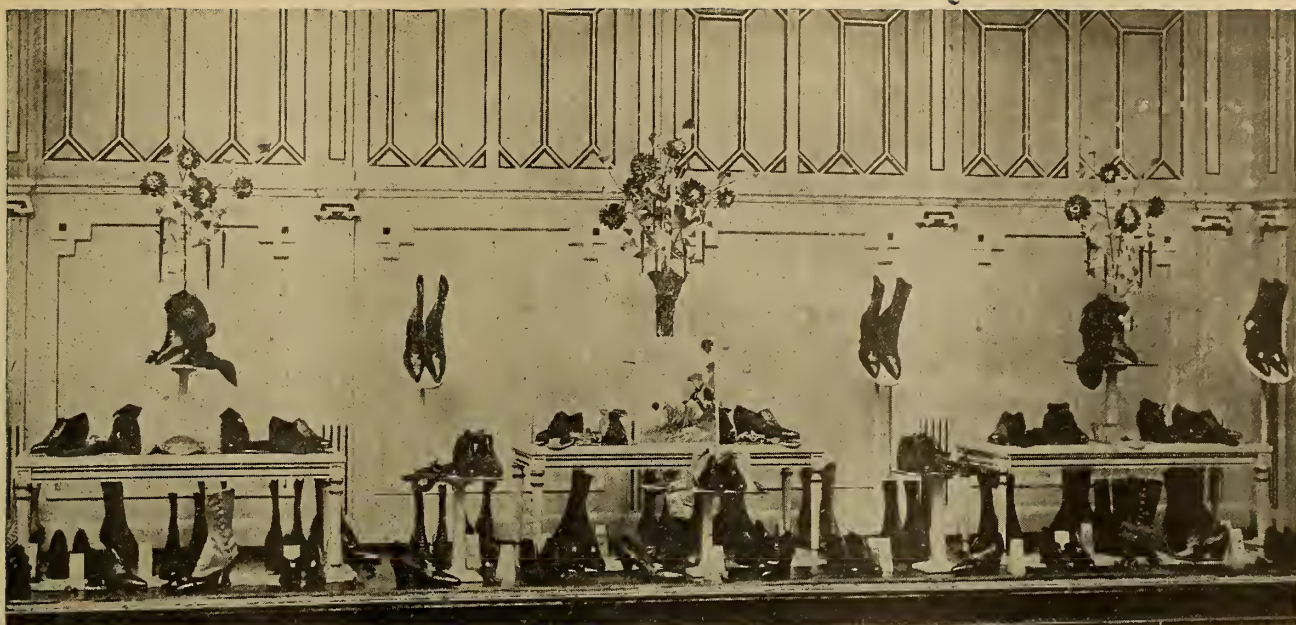
MERCHANDISE dazzling in richness and brilliant coloring and presented in bewildering variety featured the State street windows during the early Fall showings. Merchandise was the big item and in those stores observing the Fall opening just previous to the beginning of October it was noticeable that not so much in the way of elaborate backgrounds was attempted this season. To be sure, several of the big stores have scheduled their openings for the first Monday in October, among them being Marshall Field & Company, The Fair, Boston Store and others, and it is safe to assume that one or possibly all of these stores will present the expected pretentious settings.

Mr. Tannehill, display manager for Carson, Pirie, Scott & Company, has some very attractive windows, the choice of merchandise and arrangement

of same affording the main point of attraction. The great grey drape was employed in the background in conjunction with beautifully bordered mirrors and specially designed furniture pieces and the real beauty in the employment of the furniture can only be realized on reviewing the windows. Mirror frames were bordered with specially designed foliage and autumn flowers were delicately used on furniture. The well-known Tannehill skill is clearly evident in the merchandise arrangement and this great artist has presented for the approval of the shopping public materials and styles of exquisite and rare beauty. The styles embodied the true traits of the new fashions and exaggerations were carefully avoided. Veldyne suits, typical of the fashion trend are in immediate favor and most liked in dark blue with Australian opossum. Dresses



OPENING DISPLAY BY ALLAN H. KAGEY FOR MANDEL BROTHERS, CHICAGO



DISPLAY OF LADIES' FOOTWEAR BY THE REGAL SHOE SHOP, WABASH AND MONROE STREETS, CHICAGO

seem to be generally made along straight lines with long waist. Girdles are much in evidence while hand embroidered skirts seem popular. Colored beads and jet trimmings are fashionable according to attention they are receiving. Beautiful assortment in separate skirts in plaids and pleats was an important showing at Carson, Pirie, Scott's and indications are that they are in indisputed vogue. Wraps of rare elegance with gorgeous trimmings such as fashion has decreed are to be seen in every big store. One of carmine velvet with dull gold and black embroidery and sable-dyed squirrel and featured in a window of Carson, Pirie, Scott & Company had thousands of admirers—and the price is only \$450.

Mandel's Beautiful Showing

Duvetyne continues popular and with velvetyne, duvet de laine, yalama and velours seem to be in great demand. Many charming models exquisitely draped are to be seen in the windows of Mandel Brothers where Allan H. Kagey, the display manager has some beautiful displays. Massive hand painted drapes occupy the background of each window, and are caught up occasionally with rich silken cords. Large mirrors with specially designed frames form an artistic and compelling addition, while furniture of special design along with lamp bases and shades, vases and exclusive floral units all aid in a most attractive series of displays.

Lelewer's Windows Attractive

John Hayes, that popular display artist, has two 100 per cent displays at Lelewer's, State street. An elaborate background is made from composition board and specially designed and painted while a

most pleasing application of metallic finish foliage is presented. Floor blocks are used over red and green plush velour making an exceedingly catchy treatment. Fixtures and novel cards were made by Mr. Hayes and aid in completing two displays of unquestioned selling value.

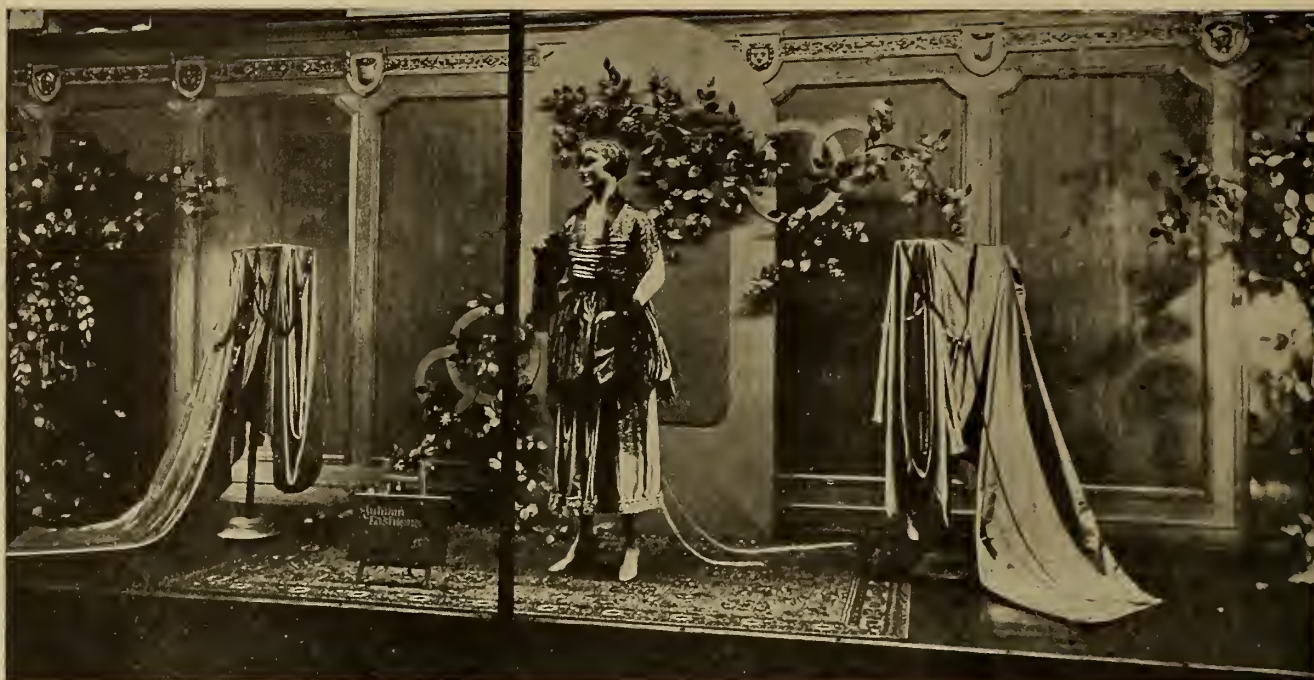
M. L. Rothschild Displays

Harry Davis, display manager for M. L. Rothschild's at this writing is enjoying his vacation in the country but his directions were evidently well understood before he hied himself to the cows and chickens. The Rothschild windows are up to the Davis standard with scenic ovals nicely employed on wood panels in the background and a pleasing application of artificial foliage and flowers. Several pieces of furniture are nicely employed. The high standard of show cards for which Mr. Davis is also responsible was maintained during his vacation by none other than our old friend G. Wallace Hess.

Mr. Roddy's Debut

D. E. Roddy, successor to Mr. Beaver as display manager for Henry C. Lytton's (The Hub) is receiving congratulations because of his artistic displays. A clever idea is presented by Mr. Roddy in the covering of permanent panels with tan monk's cloth with curtain effect at top fringed with dark blue. The floors of the windows are covered with brown velour. Beautifully designed and polychromed lamp with painted parchment shades enhance the general effect. Clever cards in blue and gold bordered in black form a feature that has attracted much interest.

The other big State street stores have scheduled



OPENING DISPLAY BY HOWARD OEHLER FOR WIEBOLDT'S, CHICAGO

their openings for October 4th, this late date being due to the extreme hot spell which has held Chicago in its grip for nearly a month and the general apathy in buying.

Department and clothing stores generally predict a 20 per cent reduction in clothing prices but the people are warned that a reaction may set in following the initial reduction if the reorganization of business prices and conditions is not orderly and progressive. The prices on soft collars have been reduced 10 to 30 per cent and Marshall Field & Company has announced a reduction of 30 per cent in gingham. One of the big Chicago mail order houses announced price reductions as follows:

Percalé, was 40 cents a yard, now is 19 cents; silk taffeta, which was \$2.57 a yard, now is \$1.48; sheeting, 27 cents, now 15; muslin, 35 cents, now 15; flannel, 43 cents, now 29; gingham, 39 cents, now 23; overalls, \$2.50, now \$1.48; women's shoes, \$4.98, now \$3.98; Ford tires, \$18.10, now \$13.45.

"Unless prices are made sufficiently low to stimulate normal buying it will be inevitable that unemployment will result" says Julius Rosenwald, and continuing he intimates that merchants may be compelled to go through a period of readjustment, which will mean losses on accumulated stocks of merchandise and also a considerable loss of time to the workers.



DISPLAY OF OFFICE FIXTURES BY PAUL LUPO FOR BARKER BROTHERS, LOS ANGELES, CALIFORNIA

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

FOR stores that are ever ready to spend a little more on window signs than the mere cost of plain cardboard, embossed photo mounts are worthy of consideration. What is, perhaps, the largest factory in the country producing this line is located in Philadelphia and their products are to be had in every store dealing in photographer's supplies. Again, small mounts in a great variety of shapes and combinations of effects are to be had that are very desirable for price tickets.

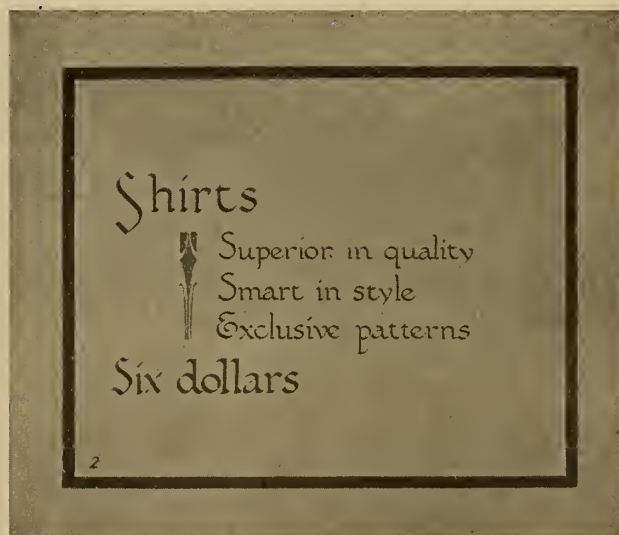
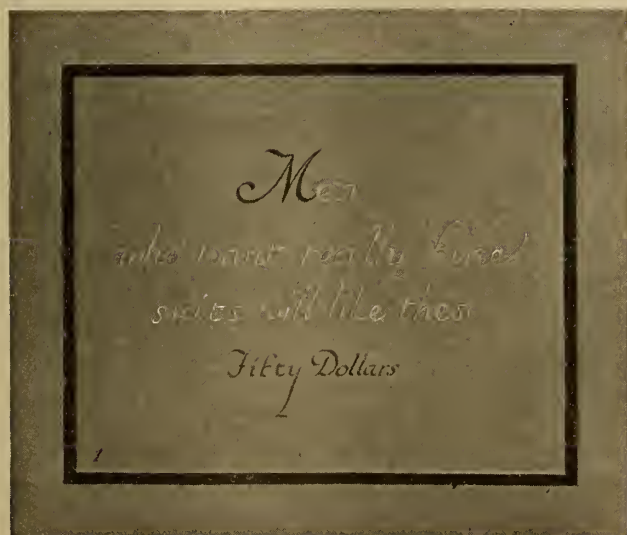
Card Number One shows a quick italic letter. This type is perhaps the strongest favorite of any pen letter. There are many skilled with the brush however, who do not take to the pen, and this small type of letter is hard to make with the average brush.

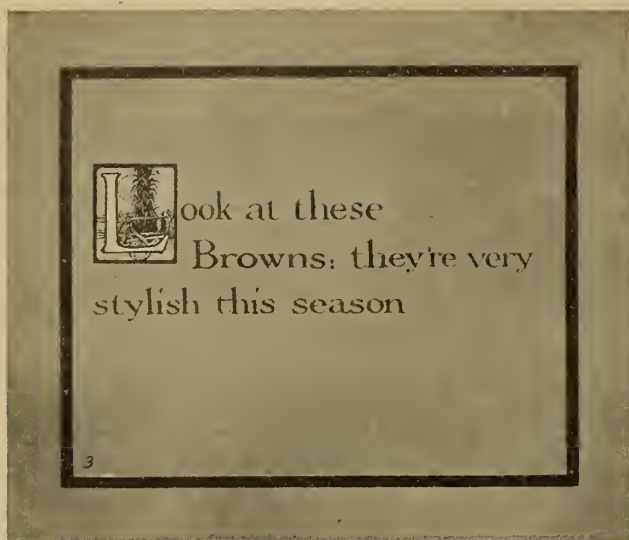
I am loath to give advice about the cutting of brushes, and what follows had better not be attempted until you feel that you can afford to throw fifty or sixty cents in the waste basket.

If one will get the best make of an artist's water color brush, made in England by a famous manufacturer of colors and artists materials; take about a four brush, clip the point off with safety razor blade so it will make a stroke about one-sixteenth inch in width, you can make a cracker jack of a tool for small Roman lettering. Bear in mind it is best to cut too little, than too much.

Opaque colors are beautiful on dark card board if delicate tints of colors are used. This applies to either pen or brush. Chronic dissatisfaction is generally expressed for all kinds of white, yet, better whites are on the market today than ever before.

Where dark browns, dark blue, dark green, purple and black boards are used, one can get better results by using a delicate tinge of creamed white, than white itself. By tinting white with Paris green (one of the most beautiful of greens), with carmine, vermillion, purple, or blue and keeping some of these mixed in screw top jars, I am certain





that you will almost discard plain white. Plain white on black is cold—a white delicately tinted does not lose in commercial value, but it increases a hundred fold in artistic value.

Workers skilled in pen lettering will find it far better to keep a set of six one-ounce screw top jars for pen colors exclusively. Temper well; stir well, so that a thick mass of color does not stick to pen. See that the covers are on at all times when not in use. Do not let it dry out. Every night at quitting time add three or four drops of water from a glass dropper or squirt bottle.

If you can work quickly, you will fare better by not using ink retainers with text pens in opaque



color. Try using a three or three-and-one-half size pen first. You must experiment on color to get it just right. Suppose you have six different tints. Don't try to see how thin you can get one jar. Rather start grading down the line of jars until you find the proper consistency for working. Remember, opaque colors precipitate—they must be stirred occasionally. Also remember, it takes water to flow them and that you will use up more water than color. Hence it follows water must be added—a few drops now and then—when color is being used

continually. It also follows where color is treated like this, that it is possible for the mucilage in the color to become so weak that color is liable to rub when dry. In this event a few drops of mucilage must be added. The novice must remember that a color too strong with mucilage will not flow.

Remember also, that the more flexible the pen points the better for opaque. In this respect witness the mucilage pen lettering on card Number Three—quickly made, easily read. A color skit with a hand painted initial appears on same.

Card Four shows a fashion skit pasted on card with gold line around same. As mentioned before in these columns, gold will show up better on a pebbled surface board.

Card Five shows a blue ribbon outlined with



gold, the panel at bottom being bright orange. At the top is a squirrel. Eliminate the squirrel. Try the irregular ribbon about six inches long in about one-and-one-fourth inches from left side of a dark card. Get ribbon in a delicate blue tint, panel at bottom, bright orange and see what a little color will do. Letter the card in white—then letter another in delicate creamish tint, with cap in red. Which looks best?

Two things are especially called to your attention on Card Seven—the space between the words, a vital thing for easy reading and the free and easy beginning and ending of curved ends.

An analysis of Card Six—the letter “h” in word “the” will show a squaring-up process used after the curved ends are made, but particular stress is laid on the fact that where this is going to be done the curved ends, particularly at base must not be as flowing as in Card Seven.

A manufacturer—name nationally known—recently phoned me asking me to prepare some examples of lettering done with his colors with the ball pen. Upon calling on him I was shown some samples and asked certain questions about defects.

Hats of the season's
most approved materials for
matron and miss.

A value giving shoe
event at savings that
really count

I am not throwing any boquets at myself, but if any man has ever tried to impart honestly what knowledge he may possess to his fellow worker I have tried double. If you have ever received any benefit, I would like—not for monetary reasons nor hope of financial remuneration directly or indirectly, nor to use your name in circularizing in any way—to know if you have ever found it thoroughly practical to use opaque colors in the round so-called speed pens? Have you been able to use white with them to advantage?

A postcard will do for reply—initials not name may be signed to same.



In Which a Dummy Features

Detroit, August 22.—Out of the infinite conglomeration of rumors, fables, fallacies, superstitions and fancies that may arise and sweep through a close-crowded community of a million souls, there has come a strange tale.

Through some fickle alchemy of circumstances, thousands of Detroiters have come suddenly to a fixed belief that an ordinary wax clothing model, which stands motionless in one of the show windows of the Kern store at Woodward and Gratiot avenues, is alive.

They are so sure of it that they are spreading the story like wildfire through the city; they are so certain that they crowd 20-deep in front of the show window "to see it move;" they are so convinced that they offer vehemently to make bets with any skeptics who may chance to doubt their assurance.

The figure is an ordinary men's clothing model, according to Ernst Kern, head of the Kern store; perhaps a little more lifelike than some in use in other stores, but by no means startlingly human-looking. It has stood in the window for five or six months without attracting any more attention than its maker expected; and has worn the same suit and price tag for more than a week.

But last Friday crowds began to gather in front of the store to peer at it curiously and to "watch for it to wink." The model stood unblinking, but that made no difference to the curious throng.

"It's a man; it's alive!" the word passed through the ever-increasing crowd and thence on wings out to the remotest reaches of the city. Then the story began to

spread with 10 times the speed of the chain letter system of dissemination. Those who didn't hear of it from a friend, and therefore stop to look, stopped because they saw others gaping and then took up the strange fancy to pass it on.

As a result, the street in front of the store has seen a gathering crowd about once every hour ever since. Even if one knows it isn't alive, his human curiosity makes him stop to see a dummy which could fool so many. And as for those who "got it straight from the inside," their certainty is so complete that they make even some of the skeptics go away doubtful.

"I called a policeman Monday and asked him to shoo the crowds away," Mr. Kern said today. "I told him to tell them it was only a wax dummy. When he told the crowd that, one man offered to bet him \$20 it was alive, and he was so emphatic that even the policeman went away believing it was flesh instead of wax."

Tuesday evening one man came down with a flashlight, determined to catch the model by surprise and "make him bat an eye." This clever Sherlock crept up close to the window and suddenly threw the rays from his flashlight on the figure.

The dummy wouldn't recognize him, not even with the flick of an eyelash.

But human confidence in the absolute verity of stray rumors from nowhere can not be shaken by anything so inconclusive as that. Others gathered. Several "saw it move." The hand is quicker than the eye and the eye as slippery as the imagination.

"I tell you I saw him move his right hand," said one.

"Yes, he did," cried a fat man suddenly, "he moved it again. Look!"

And everyone transferred eyes to the immobile right hand, staring at it until it almost did seem to sway a bit.

The eye was quicker than the hand—much quicker, in fact. For the model is indubitably wax and will stand until it disintegrates without moving a hand or flicking an eyelash. That is, unless it is taken out of the window to prevent the sidewalk from being choked.

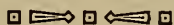
Mr. Kern is at a loss to know where the idea of his model's humanness originated, but is inclined to lay it to the recent I. A. D. M. convention here, at which models of amazing lifelikeness were shown and told about in the papers. And to newspapermen who are familiar with the way an innocuous bit of news may be twisted into a startling story, this appears probable.

(Detroit Free Press.)



Merchandising Without Street Cars

Interesting experience of merchants during recent Toledo car men's strike—Real value of show windows put to test and proves its power in face of most adverse conditions—The record of the Thompson-Hudson Company's windows



By Will E. Flint, Jr.

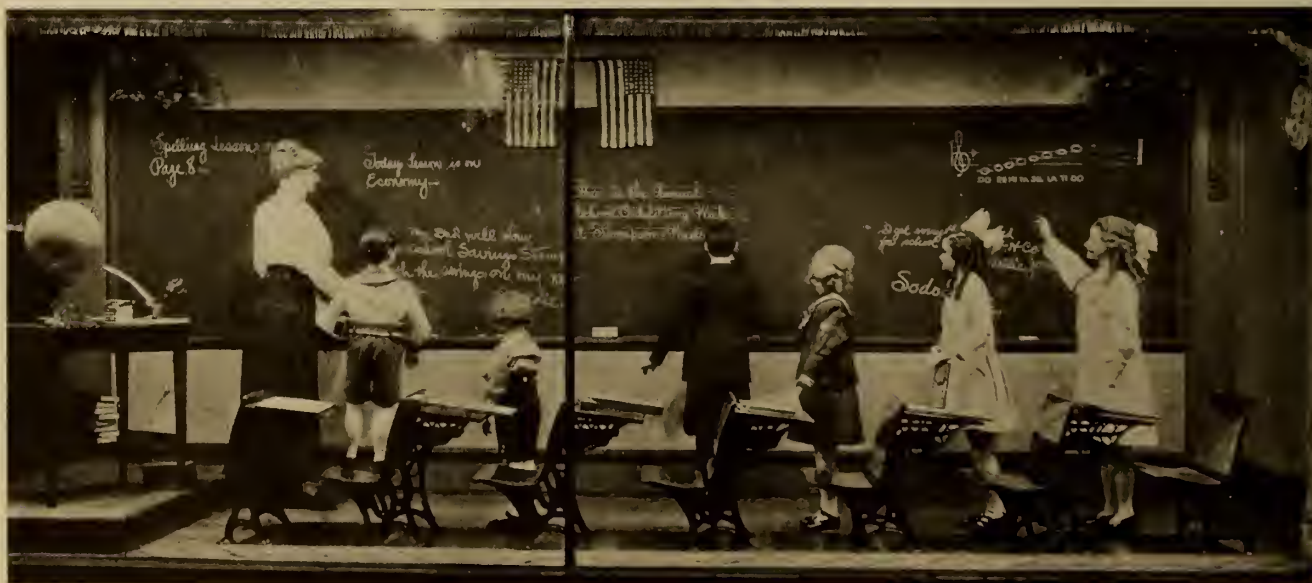
MANY cities have experienced the difficulties of handling the restless public during the vacation days of motormen and conductors, while awaiting the peaceable settlement of some wage or time controversy. But it remained for Toledo to entertain its populace during the furlough of some three hundred pretty yellow street cars, which aided in holding down three miles of Michigan rails. Without throwing stones, permit me to say that officially Toledo had very little to lose by their absence because official Toledo owns automobiles, but all industries of a productive or distributive nature and the less fortunate ones of our city who did not have automobiles paid the bill, and we are still paying.

Primarily, this prelude does not aim to criticize but is intended to impress on readers of the MERCHANTS' RECORD AND SHOW WINDOW just who were most affected and how, as regards productive industries. Many hours of time were lost by employees and many thousands of dollars in products were sacrificed. There remains the other side from a retail standpoint, and mind you, ninety-eight per cent of a man's time in the retail business is de-

voted to planning and figuring just how and with what he can serve the community in which he has centered his efforts and placed a most visible pledge by the construction of buildings and by the investment of money in merchandise to serve that community.

Remember, the voters of Toledo by their own mark agreed to give the cars a rest—that is, just "most of 'em," and the others helped carry the populace in a good Samaritan way. But for three and a half weeks interurban traffic, in-bound, was halted at the edge of Toledo and with 638 cars a day entering Toledo in normal days, merchants naturally had many thousands of dollars automatically eliminated from their ledgers. Employees were late in arriving, and all in all the employer's pledge to serve was indeed made hard. Where two per cent of their time was left for them to figure and file government reports of taxes and incomes, it soon became evident that somebody was due to work overtime to procure incomes—and they did.

Even to the non-human side of their business, such as delivery service, show windows, etc., newspaper advertising was the only service that took a



DISPLAY BY WILL E. FLINT, JR., FOR THOMPSON-HUDSON COMPANY, TOLEDO, OHIO

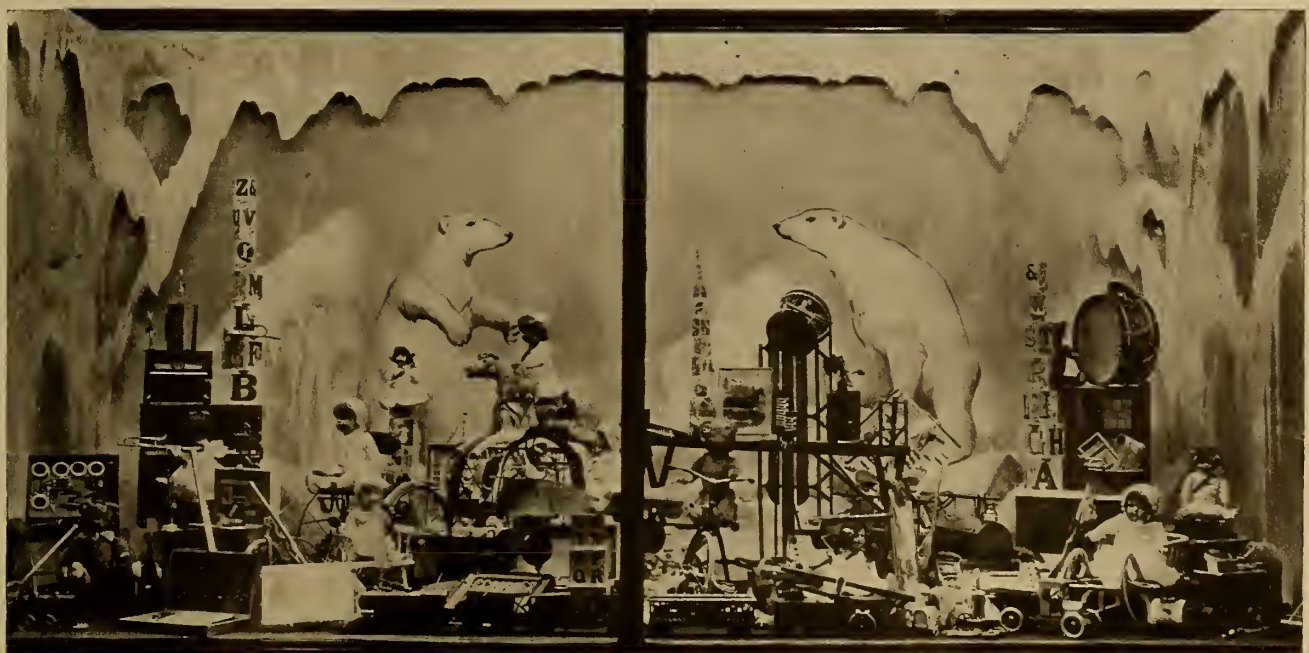


DISPLAY BY MAX GENEREUX FOR MISSOULA MERCANTILE COMPANY, MISSOULA, MONTANA

setback and reasonably enough it should. When people had no means to travel, why should money be spent that offered no visible returns on the investment. Understand me, newspaper publicity was not entirely eliminated, simply reduced from 50 to 75 per cent by some institutions.

Now, there remained those who did and could travel to be served, and any reader of the *MERCHANTS RECORD AND SHOW WINDOW* knows the only remaining medium of advertising to tell people of their possibilities in buying quality at savings—and it is here the Display Windows held their own. Rapid changes were made and in some stores my observations would indicate that an increase of from 25 to 50 per cent more displays were placed. It became increasingly difficult to allot space, due to the requests of buyers who realized their advantage

of advertising in windows. Their advertising qualities brought business in excess of the previous year's results under normal conditions, and the fact cannot be denied that my personal record of window calls for merchandise on display increased from twenty-eight calls per week average, for the same time the previous year, to forty-four. During such a period a system of filing can be easily adopted where each man can report his calls and a few minutes each day will prove facts of this nature, by entry in a call book and any argument confronting you in regards to the value of your windows to your institution can easily be offset by facts which speak for themselves. Because the windows are in front of the store does not imply that the organization is entirely back of them—a record of sales producing facts will put them there—and any merchant will appreciate their presentation.



TOY DISPLAY BY WALTER E. ZEMITZSCH FOR FAMOUS & BARR, ST. LOUIS, MISSOURI

International Association

— of —

Display Men

First Vice-President

EDW. K. LUMMUS, Holidg's
Boston, Mass.

Second Vice President

KARL M. AMDAHL, The Palace,
Spokane, Wash.

Third Vice President

G. R. MACGREGOR, Hudson Bay
Co., Winnipeg, Canada.

Treasurer

L. A. ROGERS, John D. Mabley,
Detroit, Mich.

President—CHARLES F. WENDEL, The J. L. Hudson Co.,
Detroit, Michigan.

Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids,
Michigan.

An Educational and Business Organization

Executive Committee

RICHARD MYERS, The Emporium,
St. Paul, Minn., Chairman.

Program Committee

B. F. MILLWARD, Mannheimer
Bros., St. Paul, Minn., Chair-
man.

Publicity Committee

JAMES W. FOLEY, Chairman,
5707 W. Lake St., Chicago, Ill.

Speakers Bureau

C. J. POTTER, 231 W. 39th St.,
New York, N. Y., Chairman.

Membership Committee

CARL GOETTMAN, Joseph Horn
Co., Pittsburgh, Pa., Chairman.

Food For Thought

WHO was it that made the remark, "A rolling stone gathers no moss"? Sometimes we wonder if it was said as the result of actual experience, or was it because of a close study given to the actions of a certain percentage of employees in the retail trade, who are constantly looking for another job—just to be moving around and gather in a few more dollars. Fit for the "home of the insane" would be the individual that discourages ambition, thrift—but does the majority of changes made under the guise of "I am doing better" turn out that way? We can cite case after case when conditions were truthfully revealed, that were disappointing, if not discouraging to the "rolling stone" employee.

In the display men's profession there are some who are known as roamers—they are never satisfied; the boss is always wrong; the buyers are unreasonable in their demands and criticisms; and on top of all this grief they don't like the town or its population.

So they look around—"Tom" comes to town with his wonderful line of art flowers—"does he know of a good job"? "Dick" arrives with the finest line of window fixtures in the world—"does he know of a good job?"—"Harry" drops in with his line of "wax"—"does he know of a good job?" and finally the "rolling stone" lands one. Experience has taught that most good displaymen's jobs have been made—not found; they have been made by honest, conscientious, hard work, by giving every effort to their employer for the betterment of his business.

There may be merchants who don't appreciate the painstaking efforts of their displaymen, but if any, they are scarce, very scarce, and even they, in my opinion, can be turned to the right road by using diplomacy and extra effort.

The big men in the window display profession, the men who are allowed to do things and who do them, are men who are fixtures in their respective positions, because they have stuck to their employ-

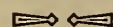
ers for years, have worked hard to develop and increase the business through effective window displays and are now at ease in positions that are respected by their employers and the whole store organization.

So, my boy—stick to your job, you can make it a good one by becoming efficient in your work, by being courteous and a diplomat.

Remember—the boss will pay you what you are worth—not one penny more or less—so it's up to you to be a big potato in the hill or a wee small one that is cast aside for the lack of proper maturing.

Don't be a "rolling stone"—make your job a big one, make your store a big one, and your boss will make you a big one just as sure as you're a foot high.

L. A. ROGERS.



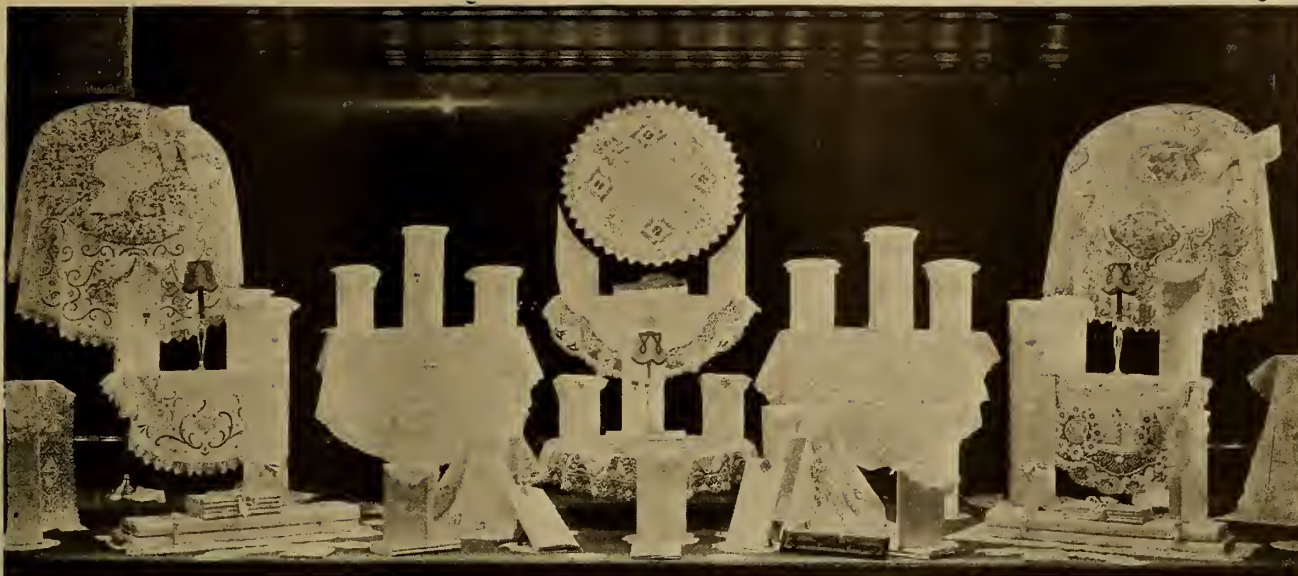
Officers Elected at Quincy

THE display men of Quincy, Ill. have perfected their organization and have applied for I. A. D. M. charter. The new club, organized as a result of the efforts of John Mackey will be known as The Gem City Display Men's Club. The officers are:

President, John Mackey; vice-president, J. Tenanbone; secretary, George Busch; treasurer, Ben Kessell; trustees, William Montgomery, Robert Ickes and Edward Brecht; membership committee William Montgomery, Edward Brecht and William Hohman; entertainment committee, E. Fernandez, Roy Driesselman and J. Tenanbone; publicity committee, George Busch, Harvey Sinnock and Robert Ickes.



CLEMENT KIEFFER, JR., display manager for C. A. Weed & Company, Buffalo, and a most enthusiastic and influential member of the International Association of Display Men has been appointed to the Publicity Committee of the Buffalo City Planning Association.



1ST PRIZE—I. A. D. M. CONTEST, LIMIT CLASS 5. DISPLAY BY JEROME JAFFREY, NEWCOMB-ENDICOTT, DETROIT.

New Association in Making

REPORTS from New York indicate that the new association of eastern display men will soon be perfected and will be a powerful branch of the International Association of Display Men. Many of the leading display men of New York, Philadelphia and other large eastern cities are working diligently on organization plans and it is hoped to have a great organization functioning perfectly before many weeks.

Contrary to reports as published in New York dailies, the new branch association will include in its membership all display men of good character and standing who have been actively engaged in display work for a period of three or more years. This is in accordance with specifications as outlined in the constitution of the I. A. D. M.



Portland Club Establishes School

APPLICATION for charter has been made to T. Guy Duey by the Portland (Ore.) Association of Display Men. The new local has been perfected with practically every display man in Portland a member. One of the objects of the club is the establishment of a school of instruction for prospective members of the display profession, with expert instructors in display problems, card writing and other items of the decorative phase of merchandising. Night classes are already in progress at the Dekum building. An employment bureau is maintained in conjunction with the school.

The officers of the Portland club are: President, Karl Thuneman, Lipman, Wolf & Company; secretary, Bert Pugh, Ben Selling's; treasurer, O. C. Neville, Lipman, Wolf & Company.

Letter from Karl Amdahl

FELLOW DISPLAY MEN: On my return home from the Detroit Convention I had the opportunity and pleasure to stop over in Minneapolis and St. Paul. I want to say right here that St. Paul surely has the best facilities for holding our convention of any city in which we have had the privilege to convene during the last few years. The St. Paul Municipal Auditorium surely is a wonderful place for such a purpose.

Benjamin F. Millvard, chairman of the Program Committee, and Richard Myers were kind enough to take me over the city and show me different places of interest and to tell me some of the things they intend to do at our next convention.

The merchants of St. Paul and Minneapolis are surely behind the boys, and I want to predict that, while we had a wonderful convention from an educational, as well as from a social standpoint in Detroit, that all indications are that the St. Paul Convention will far eclipse anything heretofore undertaken.

I would suggest that all local clubs and every display man would start the slogan so effectively used by the display men from the Twin Cities at the Detroit Convention.

KARL M. AMDAHL,
Second Vice-President.

Who's Who in the Profession

Henry Sherrod

The Stewart D. G. Co., Louisville, Ky.

HENRY SHERROD, the new display manager for The Stewart Dry Goods Company, Louisville, Ky., is one of the real artists of the display profession, and like most of the truly great his success and experience is attributed to years of study and practical experience. His work in the windows has gradually become more skillful until today he ranks as a display man recognized nationally as a leader in the profession.

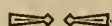
Mr. Sherrod is a college graduate and holds a diploma from the Fashion Academy of New York. Following these courses he affiliated with the well known designing expert, Frank A. Parsons, of New York, leaving this position to become a reporter on the New York World. The artistic desires of Mr. Sherrod soon brought him to Chicago where he had arranged to take a position on the staff of Arthur V. Fraser, director of the display department for Marshall Field & Company. Following a period of exceptional value as assistant to Mr. Fraser, Mr. Sherrod returned to New York in order that he might also acquaint himself with the display art as employed on Fifth Avenue and the big stores of the Eastern metropolis. Several months were spent in the display department of Gimbel Bros., during which time his work in the windows attracted much favorable attention with the result that Burgess-Nash Company,



HENRY SHERROD

Omaha, Neb., secured the services of this rising young artist and appointed him in charge of displays for this big Omaha store.

From Omaha, Mr. Sherrod went to Lincoln, where, as display manager for Miller & Paine, Inc., his work made a profound impression and through his skill the Miller and Paine show windows attracted attention for miles around. About two months ago, The Stewart Dry Goods Company, of Louisville, obtained the services of this artist, and with an extensive department and display facilities at his disposal some remarkable work is anticipated.



Dean Displays Make Hit

THE recent Fall opening displays at The Dayton Company, Minneapolis, Minn., have been generally conceded as among the most beautiful ever seen in that city. E. R. Dean, the new display manager for the great retail institution, is receiving the

congratulations of thousands who have witnessed his opening windows. Mr. Dean, who for several years has been recognized as one of the great display artists of the country, assumed directorship of the Dayton display department about one month



EDWARD R. DEAN

ago, and his remarkable accomplishment in such a brief time is a fair indication of his ingenuity and ability for doing things. Mr. Dean went to Dayton's following many years in charge of the St. Louis and Kansas City windows of Kline's, and was selected for the Minneapolis position from a list of men numbering many of the leading display artists of the profession.



A RECENT issue of "School and Community," a semi-monthly journal devoted to the stimulating of a well informed public interest in the educational activities of Buffalo, presented on its front cover a halftone illustration of a "boost Buffalo window," designed and used in the windows of C. A. Weed & Company by Clement Kieffer, Jr. In this remarkably powerful display Mr. Kieffer utilized the well known wax figures that created quite a sensation when brought out in New York in 1918 by Irwin G. Culver.

Free Employment Service

THE following lists are published with a view of offering a new *Employment Service* to merchants and display men, who are requested to avail themselves of the benefits of this service which is to be maintained by MERCHANTS RECORD AND SHOW WINDOW in collaboration with the *International Association of Display Men*.

The Big IF in LIFE



IF I'd Only Gone to the KOESTER SCHOOL

Don't delay for a moment taking advantage of the training that you can procure **ONLY** at The Koester School.

Don't make it possible to ever say to yourself in later years—"If I'd only gone to the Koester School I would now be making two or three times as much money as I am."

The Combined KOESTER & ECONOMIST SCHOOLS

The success of over 9,000 graduates from our combined schools is the best possible proof that you, too, can succeed under our thorough system of training.

The combined resources of the two schools now offer many added advantages in equipment and enlarged course of study.

Unprecedented Demand for Displaymen

You will find that **NOW** is your great opportunity to study window display, advertising and card writing.

There are not enough expert display men to supply the demand.

Salaries have increased from 50 to 100% in the last year or two.

There are generous incomes awaiting for those who prepare themselves to do efficient work.

YOU CAN GET YOUR EXPERT TRAINING AT

The KOESTER SCHOOL

With which is consolidated the Economist Training School of New York

314 S. Franklin St.

CHICAGO

THE INSTRUCTION DEPARTMENT OF THE

Dry Goods Reporter.....Chicago
Dry Goods Economist.....New York

The Drygoodsman.....St. Louis
The Pacific Coast Merchant.....San Francisco

This service is absolutely without charge to the merchant or display man and is inaugurated solely for the purpose of being of assistance to merchants in listing their needs in display work, and to obtain communication with capable and reliable display men. To the display man desiring a position, or for one seeking a change, it offers a means of placing his qualifications before a great field of merchants.

POSITIONS OPEN

—Wanted—Window Dresser, able to dress Mens' Suits & Overcoats and Men's Furnishings and Hats. Experienced. Address B-201.

—Wanted—An extraordinarily good window trimmer to trim three or four days in the week and act as salesman in any department for the balance of the time. \$175 to \$200 to begin with to the right man. Address B-202.

—Store catering to only the better class of trade, dealing in Infants' and Children's Wear, Silks, Linens, Art Needle Work, etc., desires display man qualified to do window trimming, card writing, and some interior decoration. Address B-204.

—We are in immediate need of a first class window trimmer and card writer with some experience in writing advertisements. Good steady position with salary from \$30 to \$40 per week. Must be Gentile. Address B-205.

—Wanted—Splendid opportunity open to display man. Position in Illinois. Address B-206.

DISPLAY MEN DESIRING CHANGE OF POSITIONS

—Young man with about 10 years' experience as display manager and director of displays, a capable card-writer, with ability to assist on the floor, desires change of position. Salary \$50.00. Address Box C-100.

—Steady, reliable, married man, who can trim neat displays, open for new position. Has had three years' experience in Men's Wear. Can furnish best of references, including present employer. Permanent employment desired. Address Box C-101.

—Capable, experienced display man with good record, now employed, desires change. Ohio, Indiana, or Kentucky preferred. Address Box C-102.

—Young display man with department store experience desires to make a change. Will send samples of show-card work if requested. Address Box C-103.

—Window trimmer with 14 years' experience, wants new position. Can give best of references. Address Box C-104.

—Display manager and card-writer, with experience, wants to locate with reliable, progressive concern. Women's and Children's Wear preferred. Address Box C-105.

—Expert display man with 20 years' experience in a large department store wants opportunity to display ability in new position. Address Box C-106.

—Display man with 9 years' experience in displaying high class merchandise desires change. Only the better class of stores considered. References and photographs furnished. Salary \$65.00. Address Box C-107.

—Display man desires to make change to position requiring no selling. 30 years old, married, and has had 12 years' experience. Salary \$65.00. Address Box C-108.

—Display man wants position in Department Store work. Highest references furnished as to character, ability, etc. 11 years' Department Store display experience. A-1 Card Writer. Member I. A. D. M. Address Box C-109.

—Display man of good record and qualifications wants position in Arizona, California, or Northwest states. Address Box C-110.



HOLIDAY DISPLAY OF STATIONERY BY J. E. HOPKINS FOR GEO. A. GRAY CO., DULUTH, MINN.

A Living Personality in Wax

Lately from the Palmenberg Studios

*Every Detail of
Reproduction is
as Perfect as
Human Ingenu-
ity Can Conceive.*



*Write for Photos,
Prices and Full
Information
About This and
Our Other Wax
Beauties.*

No. 509—Head 136.

*Our own interchangeable features
double the usefulness of wax figures*

J. R. Palmenberg's Sons, Inc.

63-65 West 36th Street, New York

Boston
26 Kingston St.

Chicago
204 Jackson Blvd.

Baltimore
108 W. Baltimore St.

A Novel Window Attraction

A new invention combining high-class sculpturing with realistic coloring that is flashed on and off by means of a stereopticon

*—Draws big crowds to witness display in window of
Marion, Ohio, store*



THERE has just been perfected a new principle of art that opens great possibilities to the displayman along new lines. This is a startling new invention by a clever member of the faculty of the University of Pittsburgh, which combines photography with sculpture and color illumination in such a manner as to produce results such as have never been attained before in the matter of portraiture. The reason for this invention being of unusual interest to the display man lies in the practically unlimited variety of ways in which the invention may be applied to show window display.

Described briefly the scheme makes it possible to model a bust or practically any other figure in a perfect likeness of the original. Going further, the process makes possible the changing of the bust from the dead white effect of marble to an almost miraculously lifelike coloring. The latter is accomplished instantaneously by means of a colored photographic plate projected by means of a stereop-

tion. Every practical display man will appreciate the possibilities of such a contrivance.

The night illustration of the show window illustrates the sensational effect that may be produced in a show window. This window was unveiled a few weeks ago and created an immense amount of interest. The photograph has not been retouched and some of the details are a trifle indistinct owing to halation. The effect of the window itself was remarkable.

The bust of Senator Harding was placed upon a pedestal before a background of dark drapery. From a concealed stereopticon, using a 250-watt lamp, a clear white light was alternated at intervals with a photographic slide which showed every tint and color of life. Thus, for a few seconds the bust appeared in snowy white marble from which it changed in a flash to the most lifelike color even to the smallest detail. Under the white light the bust appeared as a sculptured portrait of remarkably

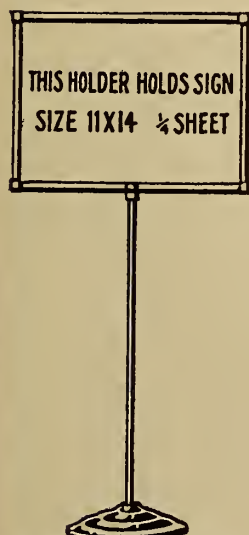


SENATOR HARDING SITTING FOR FINISHING TOUCHES TO THE BUST

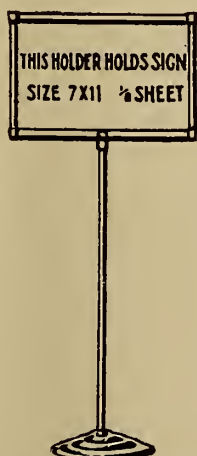
Order Sign Holders and Fixtures Now Get Ready for a Big Holiday Business

You will need more sign holders for pricing your fall and holiday stocks. Send in your order now and insure prompt delivery. We have a big stock of sign holders and can ship at once.

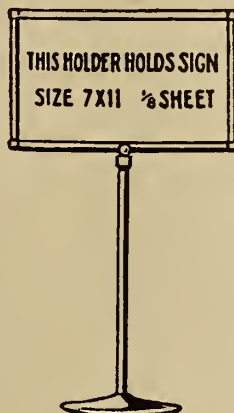
The greater portion of our business is in the form of unsolicited reorders from satisfied customers. Make up an order from this page and you will find our goods are made right, look right, and are priced right.



No. 309.—Frame Sign Holder. Size 11x14. 1/4 sheet. Made 15, 18 and 24 inches high. 3/8-inch standard. 6-inch base. Price, per dozen.....\$16.00



No. 308.—Frame Sign Holder. Is our latest design. It is the most durable holder made. Frame is electric welded. All corners are round and perfectly smooth. It holds a card 7x11. One-eighth sheet and is made 12, 15 and 18 inches high. Price, per dozen.....\$13.00



No. 314A.—Frame Sign Holder. 7x11. 1/8 sheet. Same construction as No. 308 only it has a 6-inch Pressed Steel base. Made 12 and 15 inches high. Price, per dozen....\$11.00



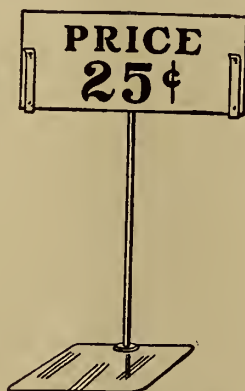
No. 321.—Frame. 5 1/2 x 7. 1-16 sheet. Height of standard 6, 8 and 10 inches; 5-inch Pressed Steel base. Price, per dozen...\$6.00



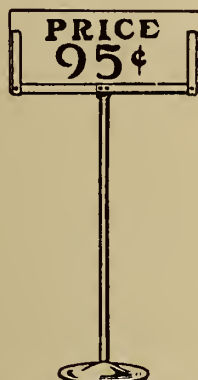
No. 319.—Frame. 5 1/2 x 7. 1-16 sheet. Height of standard 6, 8 and 10 inches; 3 1/2-inch heavy base. Price, per dozen.....\$7.50



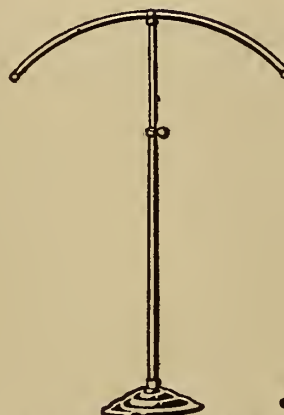
No. 333.—Handy Sign Holder. Is 2 1/2, 4 and 6 inches high; base 3x3. Has 1/4-inch rod standard, making a very rigid holder. Generally used for small showcase articles. Per dozen.....\$2.25



No. 334.—Handy Sign Holder. Is 5 and 6 inches high; base 3x3; top 4 inches wide. This is one of the latest designs and far superior to any holder of its size. Would recommend its use where cards larger than 4x5 are required. Per dozen.....\$2.50



No. 331A.—Ideal Sign Holder. 6-16-inch standard; 8, 10 and 12 inches high. 5-inch round Pressed Steel base, threaded. Price, per dozen.....\$4.00



No. 406.—Special Garment Stand, for showing shirt waists, underwear, jackets, etc. A fine all-around fixture, that looks well and can be used in many ways. Heavy 7-inch base. Standard 1/2-inch and 3/4-inch; adjusts from 24 to 48 inches or from 30 to 50 inches. Price, per dozen.....\$24.00
No. 406A.—Special Garment Stand. For children's suits, etc. Made on a 6-inch base. 3/4x1/4-inch tubing. Adjusts from 18 to 35 inches. Price, per dozen.....\$20.00

Order from this advertisement. We guarantee every item to be equal in quality and appearance to any fixtures made—regardless of name or brand. If you don't see here what you want send for our complete catalog. We have plenty of goods and material on hand and can ship immediately.

If you haven't our Catalog No. 15, write for it before ordering. You may see other items that might interest you.

The Original Mail Order Fixture House

D.J. Heagany Mfg. Co., 1121 W. Washington Blvd., Chicago



REMARKABLE PORTRAIT BUST BY NEW PROCESS.

artistic merit. Then flashed the change into a portrait combining all of the qualities of the sculptors art with the faithful realism of the photograph and colors just as they appear in nature. It is perhaps unnecessary to state that this display produced a profound sensation. It created more "talk" and

more consequent publicity for the store than any other window attraction of which the writer has ever known.

Marion, Ohio, is the home town of Senator Harding and this display was installed upon the occasion of one of the many gala days held in his honor. However, producers of this unique idea have successfully made busts of Governor Cox and other notables which may as readily be applied to window display.

From the display man's point of view, the importance of this invention lies in the fact that it may be applied not only to busts but to full figures and, in fact, to anything that may be susceptible of modeling.

By the new process of modeling it is entirely practicable to produce from life molds that can be used in making wax figures for special displays and the skill of the expert sculptor is not required as even a tyro may produce an excellent likeness in a remarkably short time.

The process in brief is as follows: The subject is placed upon a revolving stand before cameras, a network of intersecting shadow lines thrown upon it from a projection lantern, and the record photographs are taken from several angles in order to form a complete image of the subject. These photographs, showing the intersecting lines, are thrown upon the clay and, when the bust is being formed, the lines projected from different lanterns are brought to coincidence on its surface by the sculp-



MR. KLINEFELTER'S STRIKING WINDOW SHOWING THE ANIMATED BUST

A Wonderful Attraction

Our remarkable new process in sculpture has developed an entirely new idea in show window attractions. It combines the artistic beauty of perfect modeling with marvelously accurate coloring, projected by means of a special stereopticon. The effect is almost unbelievably lifelike.

Be the first in your city to use this sensational attraction. It will draw big crowds to your windows.

ORDER TODAY



This picture shows the startlingly accurate modeling done by our photo-sculpture process. This bust was modeled from life—every line and feature is reproduced perfectly.



This picture shows the same bust, illuminated and colored by means of a 250-watt light thrown through a colored photographic screen. The effect is wonderful.

The bust shows alternately as plain, white marble changing to an almost living, breathing figure, true to life in every tone and color. An ingenious timing device automatically switches the color on and off at any desired intervals of time.

Read What Prominent Display Men Say of this Attraction

Carl W. Ahlroth, display manager for the Union Company, Columbus, Ohio, says:

"I had the pleasure of witnessing a demonstration of the wonderful animated busts of the two presidential candidates and can truthfully say that the original method and the marvelously natural effect produced was the most pleasing surprise of real art-work that I have ever seen. It was a wonderful attraction."

E. J. Wood, display manager for F. & R. Lazarus & Co., Columbus, Ohio, says:

"I am pleased to inform you of my personal impression of the busts of our two presidential candidates as made by the Photo Sculpture Co. The effect is truly wonderful. A remarkable piece of sculpture is putting it mildly. It should make a big hit in window display and I, for one, expect to give it big space."

Show the Living Presentment of the Presidential Candidates in Your Show Window

We offer for immediate delivery busts of both Democratic and Republican presidential candidates. These were modeled direct from Senator Harding and Governor Cox, at special sittings made especially for us. The busts are authorized by both candidates. We fully guarantee this work to be all that we claim for it.

We refer you to "Merchants Record and Show Window" as to our responsibility.

Bust of either candidate (Cox or Harding) life size with high class stereopticon and 250 watt lamp, complete for installing.....\$125.00

Busts of both Cox and Harding with two stereopticons and lamps, complete for installing\$250.00

You should have no difficulty in using these lanterns or selling them for \$60.00 each after election.

We ship outfits same day orders are received. Write or wire your order to-day.

Photo Sculpture Co., Columbus, Ohio

tor who is thus enabled to make the likeness with photographic accuracy.

The portrait bust of Harding was made from record photographs for which the Senator sat for about fifteen minutes. The illustration shows the sculptor at work on the following day giving the finishing touches for which Senator Harding is sitting. The flag-draped bust shows the astonishing accuracy of this process.

This invention not only presents great possibilities as to individual window displays, but opens a great new field for window displays by national advertisers.

Without question this process of modeling will eventually be employed in the production of wax figures as it is eminently practicable in that connection. For example, it would be a simple matter to secure authentic portrait busts or figures of movie stars or any other notables from which reproductions could be made in wax as readily as in plaster paris. The ingenious display man will see in this unique invention an unlimited field for unusual window effects.

Prof. J. Hammer Smith, who occupies the chair of Civil Engineering in the University of Pittsburgh, is the inventor.

For Our Advertisers

It's a Bear

Polar White is a new white show card color that has just been put on the market by Wallbrunn-Kling Co. Undoubtedly this new W-K product will be greeted with three rousing cheers by card writers all over the country, as most of the whites formerly offered the card writer have been more or less unsatisfactory.

Polar White is the result of years of careful investigation and experimentation, and experienced card writers pronounce it perfect. It works perfectly with either brush, pen or air brush; flows smoothly and continuously. It will not "pull" and dries with a soft, smooth finish so necessary for a white base or as a white card ink.

The price of Polar White is 30c for a 1-ounce jar, or \$1.00 for a 4-ounce jar. Dozen lots are cheaper. Undoubtedly Polar White will find a big market among the show card writing fraternity.

Wallbrunn-Kling & Co. has also issued a new catalog—the biggest and best they have ever got out. It is a regular encyclopedia of information for the show card or sign man. In this interesting book will be found practically every tool and material used in making signs or show cards. It is a book that is well worth sending for.

As to prices, Mr. Kling says: "We can't very well reduce our prices because we never raised them. On all the goods we make or control we have stuck to the old prices. Of course, on items not controlled by us, we have not been able to control them. However, you will find that our new catalog quotes figures that will prove entirely satisfactory to every card writer."

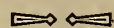
This book should be in the hands of every man who makes or uses show cards or signs. It will be mailed for the asking.

Xmas Decorations

An unusually good line of holiday decorations is being offered this season by J. F. Gasthoff & Co. of Danville, Ill. Included are many new features that should be welcomed by displaymen generally.

A Gasthoff feature that is particularly novel and attractive for holiday displays is a line of metallic beech foliage which comes in sprays of various sizes and is made up in wreaths, garlands and other designs.

Another specialty featured by this concern is a spectacular red campaign torch for political parades.



Big New Store

The Kaufman Department Store of Springfield, Ohio, is putting up a big new building which will be ready for occupancy about March 1, 1921. This is to be a model establishment in all respects, and particular care is being given to the window fillings and equipment.

The Decorators Supply Co. of Chicago has been awarded the contract for furnishing about 200 lineal feet of background, to be constructed of genuine American walnut. This company will also supply a complete line of Colonial display fixtures for the millinery and clothing windows and a special line of Roman fixtures for the haberdashery windows. When complete, the Kaufman store will be one of the best equipped in Ohio.



Apex Service Moves

The Apex Show Card Service, formerly at 224 Cass avenue, Detroit, has removed its shop and offices to 718 Franklin street, Michigan City, Ind. The reason for this change is that this service in the future will be handled as a mail order proposition which can be handled to better advantage and at less expense in the new location.

The Apex Service is one of genuine worth to merchants who are not equipped with elaborate facilities for making high-class show cards. This service furnishes them with expert card work at reasonable rates and is prepared to supply posters, air brush blanks or stencils, price tickets, window cards, etc.

An Apex line that is now highly popular is their 7x11 and 11x14 stock cards, and their big selection of air brush blanks and stencils. These specialties are handled largely through agents in different localities.

Any display man or card writer who has a little spare time can easily build up a nice local business handling the Apex lines and it is suggested that they get in touch with this concern.



Handsome Window Settings

Some exceedingly attractive window settings are being turned out by the Mac-Morris Art Co. of Youngstown, Ohio. The designs are along new lines and have a distinctive style that undoubtedly will meet with the approval of display men who appreciate clever designing and finished workmanship. Loran C. Morris and J. F. Mac-Namara, who constitute this firm, are veteran display men and are well known for their clever window work.

The accompanying illustration shows one of the designs they have prepared for holiday windows. Everything in this setting has been worked out in beautiful lines and harmonious colors. The woodwork is finished in a green and red antique bronze and decorated with a dainty floral treatment in delicate tints. The two pennants that are suspended from the top are cut from wall board and finished in relief ornaments and flowers to conform to the remainder of the setting.

CARL NETSCHERT CO.

INCORPORATED

**Manufacturers and Importers of Flowers and High Class
Decorations**

12 North Michigan Boulevard, Chicago

To the Display Men of America:

We take this occasion to announce the complete reorganization of the well known flower house recently doing business under the name of Carl Netschert, Estate at 12 North Michigan Boulevard, Chicago.

The firm has been reincorporated, recapitalized, and in the future will be known as Carl Netschert Co., Inc., continuing at the old address which is an excellent downtown location, convenient to visiting merchants and display men.

Radical improvements have been brought about through reorganization and Carl Netschert Co., Inc., will take its place among the leaders in the artificial flower industry of America.

In the character and quality of goods carried the house will be second to none. Particular attention will be given to the designing of decorations of the highest class.

It is the object of this firm to cater to the best establishments and to displaymen who understand and appreciate really artistic workmanship and good taste.

The name of Carl Netschert has always been associated with big values for the price paid—this reputation will be maintained in every instance.

Mr. Frank H. Vokoun who has been associated with this old firm since 1898, and who has managed the business for the estate since the death of Mr. Netschert in 1918, is president of the new firm.

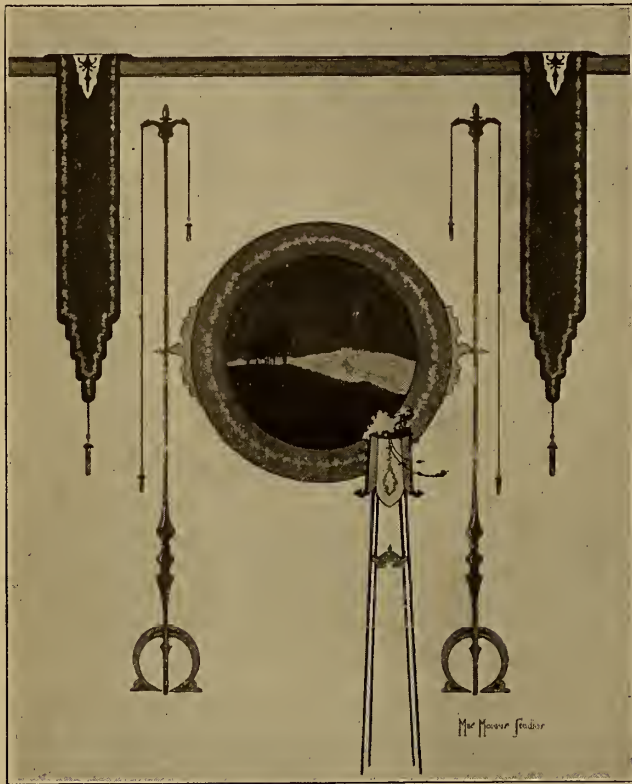
An excellent new line of holiday decorations is now ready, and prompt shipments are assured.

A new catalog is on the press—send for it.

Carl Netschert Company, Inc.

12 North Michigan Boulevard, Chicago

The plaque is 4 feet in diameter and the tall side supports are 7 feet 6 inches high. The standards and frame are decorated in harmony with the rest of the setting. In the circle is framed a most attractive painting in blues, greens and purples, showing the Three Wise

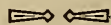


A MAC-MORRIS SETTING

Men approaching Bethlehem. In front is a flower vase supported by four spindle legs. This is about 4½ feet high and is particularly attractive. The moulding across the top of the setting is also finished in antique bronze. The cost of this entire setting as shown is about \$85.00 F. O. B. Youngstown.

It is suggested that a pale green curtain should be shirred from the top moulding, which should be about 8 feet from the floor.

This is only one example of a considerable line of window settings and special decorations illustrated in a new circular just issued by the Mac-Morris Art Co.



Change in Historic Flower House

Through reorganization the flower house which recently has been doing business under the name of Carl Netschert becomes a new firm to be known as Carl Netschert Company, Incorporated.

The name Carl Netschert is one of the oldest and best known in the artificial flower industry in the United States. Every veteran "window trimmer" knows this name as well as he does his own.

Window display, as it is known today, was in its infancy when the firm of Netschert Brothers was established in 1892. Those were the chesecloth days and there was small demand for floral decorations. However, as window display progressed the business grew and broadened out.

In 1901 the partnership between the Netschert Brothers was dissolved and Carl Netschert succeeded to the Chicago business, which he continued until his death in May, 1918.

Frank H. Vokoun, the president of the new firm, has

been connected with the business for many years. He was manager of the production department from 1898 until Mr. Netschert's death in 1918. Since that time he has had entire charge of the business, which he managed on behalf of the estate.

With the reorganization the company has been recapitalized and the business will be greatly expanded and developed along strictly modern lines. It is the purpose of Mr. Vokoun and his associates to place this establishment in the front rank among flower houses both as to manufacturing and importing.

Carl Netschert Co. productions are to be known for their high quality and will compare favorably with the best products of the world in this line. These decorations are designed to meet the requirements of stores of the highest class and display men are assured that they may find in this big stock the best the market affords.

The show rooms of the Carl Netschert Co. will be maintained at their old convenient location at 12 North Michigan boulevard.

A holiday catalog is now on the press and will be ready for distribution within a very short time.



An Enterprising Display Man

The remarkably rapid growth of Detroit has developed an unusual condition so far as the display man is concerned. With the big increase in population has come a proportionate demand for more stores of all kinds and these have sprung up wherever locations have presented themselves. Many of the new stores are comparatively small but they are much alive and appreciate the importance of good windows.

As a result there are probably more "free-lance" display men in Detroit than in any other city in America. These enterprising hustlers find it more profitable to divide up their time between half a dozen or more than it is to give all their attention to one store.

For example, Harry A. Levantine handles the displays of a dozen or more good stores and could easily secure contracts for trimming the windows of many others if he had time. Mr. Levantine is an expert all-round display man and his work is so systematically arranged that he is kept constantly busy. He states that he had found an automobile indispensable in getting around from store to store without loss of time.

In addition to his window work, Mr. Levantine acts as Detroit agent for I. L. Bradford & Co., of Chicago.



Color Lighting for Windows

The past decade has seen many improvements and new appliances in window lighting; but few, if any, contain such immense possibilities for truly wonderful effects as the device which will soon be marketed by the Curtis-Leger Fixture Company for producing color lighting effects.

Display men and merchants will welcome this new equipment, known as Color-Ray, as something they have been awaiting for a long time; its possibilities are practically unlimited. Display experts have agreed that each style of display shows up best when it has a certain color scheme. The future will see as much attention paid to the lighting effects as are now paid to arrangement and position.

Street clothing shows up best with a daylight color. Lingerie shows up to best advantage with a delicate touch of pink. A mixture of green and yellow light is just the thing for displaying the warm atmosphere of spring or summer. Rich greens and reds, with a faint touch of silver, are just the colors for your holiday displays. Silks and satins, with color combinations playing on the folds, can be displayed with gorgeous effects.

Use Feldman's Humanized Wax Figures In Your Fall Displays



Feldman's Wax Figures will give class and distinction to any merchandise that you show with them. They have a charm and grace that catches the attention and turns the passerby into a customer.

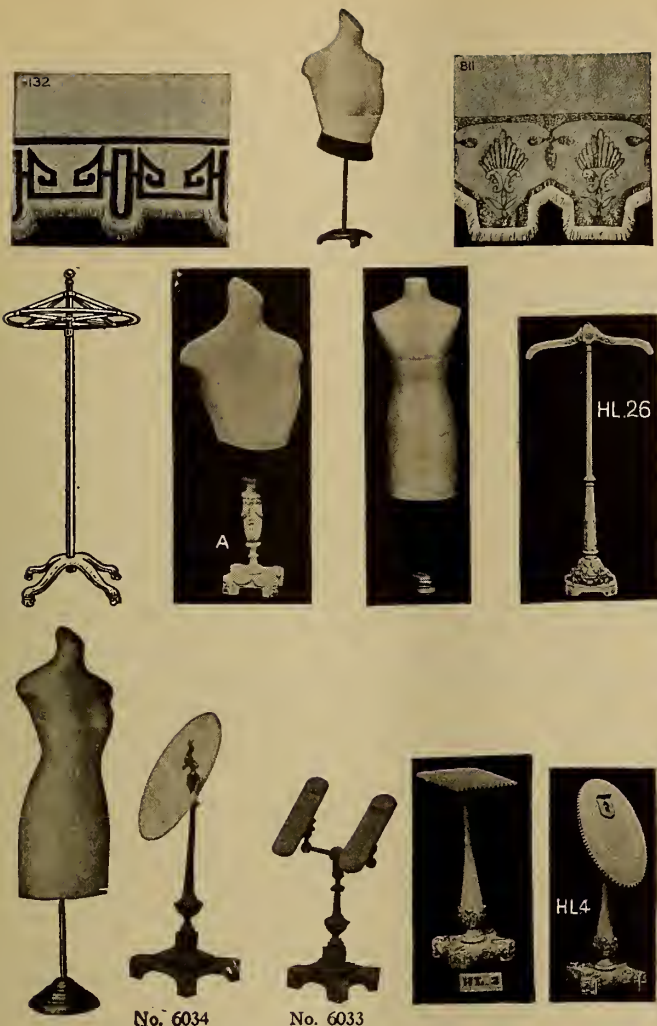
You will find that any garment looks better on a Feldman Figure.

Send for Our Catalog

Our latest catalog shows our complete line of Humanized Wax Figures and display fixtures of every description. If you haven't received a copy, send for it at once. You will find it a big money saver when you are ready to select your fixtures for fall.

We also manufacture valances, artificial flowers and original novelties.

Feldman Fixture Co.
22-26 W. 30th St. New York



Quality Window Equipment

Plus Quality Service and Business Methods

PERIOD WOOD FIXTURES in plain and decorated for all lines. Our Catalog "L" tells you about them.

METAL FIXTURES of all kinds also forms and wax figures for men's, women's, and children's garments. Our Catalog "E" shows them.

GLASS FIXTURES. In great variety—ask for Catalog "GF."

WINDOW VALANCES. For immediate delivery. We will send you samples.

WINDOW RUGS. Ask us for leaflet in actual colors, also samples of materials sent upon request.

PLUSHES AND VELOURS. Ask for samples.

THE HECHT FIXTURE CO.

Medinah Bldg., Chicago
Wells St. & Jackson Blvd.

NEW YORK SHOW ROOM:
65-67 East 12th
Bet. Broadway and 4th Ave.

Visit our Chicago
or
New York Show Rooms

The highlights of displays can be brought out by focusing contrasting colors on the objects to be featured. Sunlight effects, the atmosphere of moonlight, marine blues or heavy purples may be obtained at the will of the artist who plans the display. For attracting attention, the various colors can be used in connection with a flasher, changing the color from time to time and producing an attention-getting effect that is hard to outdo.

Fifteen to twenty years ago the correct way to light the window was thought to be by placing big, glaring



FIGURE 1.

lights at the edge of the windows, to attract the people by a blaze of light. The fact that very little light was shed on the merchandise, but was cast in an irritating manner into the eyes of the shopper, was not realized. The lights acted as hindrances to a clear look at the merchandise. It was the Curtis-Leger Fixture Company that came to the rescue of the merchants with a reflector which focused the light on the merchandise and away from the sidewalk and spectators.



FIGURE 2.

With the appearance of the reflectors many schemes were tried to secure color effects, but none proved satisfactory. In some cases gelatin in sheets, with a wire screen support, has been used. These were fastened to the reflectors by various methods, most of which were very crude. Incandescent lamps have been colored with various kinds of lamp dip. This has proved unsatisfactory because the heat of the lamps rapidly fades out the color. The use of natural color glass lamps has also failed because the colors were not only unsatisfactory but

expensive and difficult to secure. In other cases a sheet of glass was suspended beneath the mouth of the reflector, but the heat of the lamp caused it to break and cause much damage.

Curtis-Leger Fixture Company is again coming to the front in providing the merchant with a practical, satisfactory means for securing the various color effects without any of the disadvantages of previous contrivances. This equipment is called Color-Ray and consists of a metal frame which sets over the mouth of the Jove and Jupiter reflectors and supports a slide containing colored gelatin. This color frame is held in position at the mouth of the reflector by a small asbestos rope harness designed so that the frame may be attached to the reflector without removing either the lamp or the reflector. Gelatin has been selected for the color screens because of its non-inflammable qualities and its property of holding color when submitted to heat. The color frame is constructed so that ample ventilation is secured for the entire unit.

Color-Ray units may be installed in a few minutes without removing the lamps or disturbing the reflectors.



FIGURE 3.

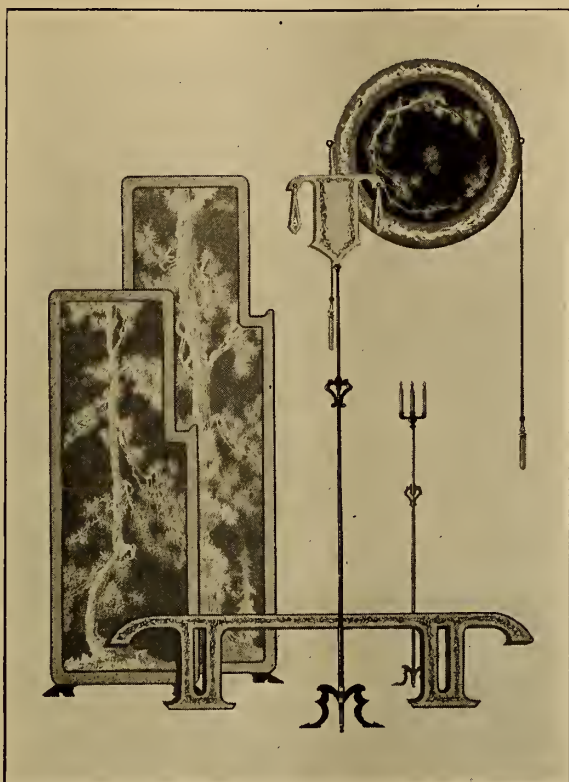
The unit is packed complete with all necessary parts, and no tools are required for attaching it. The color frame is harnessed to the reflector by means of an asbestos cord. By running the slides out to the ends of the cord it may be slipped over the bottom of the reflector as shown in Figure 1.

After the cord is in place, the end nearest the window glass is hooked into the catch on the window side of the color frame. The open end is then toward the inside of the store. The flange on the color frame is adjusted so that it will be inside the reflector, then the color frame is raised and hooked to the other end of the cord, as shown in Figure 2.

The slides on the asbestos cord are then drawn up so that the color frame fits tightly underneath the reflector. No further adjustment is needed. The slides may be then slipped into place, as shown in Figure 3.

After the color frame has been adjusted to the reflector it will need no more attention, and the slides can be changed or left out altogether, depending on the color effect that is wanted.

Color-Ray is undoubtedly the outstanding accomplishment in new show window color treatment ideas of the age. It is going to do more toward making the display expert realize his ideal window than any other single invention. Its value to him is inestimable and its success can easily be predicted.



This setting is designed and decorated in perfect taste and is adapted to the display of merchandise of almost every kind.

The invitation you extend to the public and the personality of your store are in your windows.

In organizing the Mac-Morris Art Co. we have tried to get together Designers who are among the very best in the profession, and we absolutely guarantee every piece of work to be of the highest standard of workmanship.

**Our Designers Are at Your Service
Use Them**

Christmas Setting Complete

Finished in Gray, Antique Copper and colors. A beautiful creation of color harmony. Every detail of each piece in this set is perfect in design and workmanship. The designs show the highest type of window decoration.

- A21 Two Panel Art Screen, 7-ft. panel...\$35.00
- A22 Art Bench for Figure or Unit Trim.. 27.50
- A23 Pine Branch Art Plaque, Cords and Tassels, Diameter 30 or 36 in..... 12.50
- A24 Flower Box Stand Decorated Complete 16.00
- A25 Candle Bracket Stand..... 8.00

Complete Setting F. O. B. Youngstown, \$92.50

The Mac-Morris Art Company
33 North Hazel St. Youngstown, Ohio

BRADFORD-CHICAGO

WHEN THE DAYS ARE SHORT
AND LATE AFTERNOONS
ARE DARK

You will appreciate

Gives you Daylight on your Counters



FREE TRIAL OFFER

To responsible merchants we will send one unit with the privilege of return if for any reason it does not meet with your approval.

If it doesn't do all we claim, send it back

Complete unit, 22 inches high, ready to install, with silk cord and standard plug, \$12.00 each, f. o. b. Chicago. Canada, \$15.00.

I. L. BRADFORD & COMPANY

STORE DISPLAY FIXTURES—SEND FOR LATEST CATALOG
178 W. Jackson Blvd. Room 818, Medinah Bldg., Chicago

BRADFORD-CHICAGO

Bradlite



Bradlite

Movements of Display Men

HARRY H. HOKE, formerly display manager for "The When," Springfield, Ohio, is now directing the display department for Frankenberger & Company, Charleston, W. Va.

J. H. KROGMAN is now directing the display department for Fleischman's, Granite City, Illinois. He was recently employed in the profession at Centralia, Ill.

NATHAN POPPER, formerly employed in the profession at Richmond, Va., is now display manager for the M. Guggenheim Company, Lynchburg, Va.

T. GUY DUEY, display manager for Wurzburg's D. G. Co., Grand Rapids, Mich., and secretary of the I. A. D. M., was a recent buyer in the Chicago market.

JEROME KOERBER, display manager for Strawbridge & Clothier, Philadelphia, was in the New York market during the early days of September.

JOHN D. LYNCH, recently of Huntington, Pa., is now directing the display department of the Frank S. Sykes store, Lock Haven, Pa.

HENRY KAHN, recently employed in the display profession at New York City, has been appointed display manager for Barney H. Neiman, New Castle, Pa.

G. A. JACOBSON, formerly employed in the profession at Coeur d'Alene, Idaho, is now directing the display department for City of Paris, Oroville, California.

JOHN STIFF, recently display manager for Etlinger's, Detroit, is now directing the display department for B. Nugent & Bro. Dry Goods Company, St. Louis, Mo.

L. S. JANES, display manager for Ed Schuster Co., Milwaukee, Wis., and author of books on period decorations, was in the Chicago market recently.

DALE ATWOOD, formerly display manager for Bachrach's, Decatur, Ill., has accepted a similar position with the Bruce-Martin Company, Boise, Idaho.

HERBERT SAUER, display manager of the National Cash Register Company, Dayton, Ohio, has just returned from a three weeks' trip through the east. His time was spent in inspecting and supervising the display work in N. C. R. branch offices.

BENJAMIN HARRIS, formerly assistant to Display Manager Waldron at Loeser's, Brooklyn, is now on the staff of Charles A. Vosburg, display manager for Macy's, New York. Mr. Harris has charge of the interior decorating.

Matching Colors

AT this season every year most merchants are forcibly impressed with the difficulty attendant upon the matching of colors under ordinary artificial lighting conditions. As the evenings grow shorter more and more difficulty is experienced in matching colors in the silk and dress goods departments—in fact in nearly every department of the store.

Under any except the lamps especially designed for this purpose, it is practically impossible to judge colors accurately or to get more than a rough idea of how a color will appear in daylight. The fact that two colors match perfectly under the ordinary store lamp means nothing. The same colors in daylight may be altogether different.

That is the reason why it is a common occurrence along a busy shopping street to see a salesman and his customer out on the sidewalk anxiously comparing a bolt of goods with a sample.



As a matter of fact there is no reason why colors should not be given their true values or matched accurately in any store. A good daylight color lamp will overcome every difficulty. This is a lamp designed to reproduce daylight with 100 per cent accuracy. It is portable and can be moved about and attached to any socket.

Most merchants who have tried these color lamps, however, do not waste time in moving them from section to section. They have found it more profitable to buy enough lamps to equip any department in which they may be needed. A good color matching lamp is not expensive and it is such a really useful device that every store selling fabrics or colored dress accessories should have at least one. As a general rule, however, when one of these lamps is bought and put in use, it is but a short time until additional ones are ordered for other departments that may need them.



See Our Special Offer

made on the cover of our

NEW CHRISTMAS CATALOGUE

This offer holds good only until October 20th, so write for this catalogue today.

Our Xmas Catalogue contains the largest assortment of inexpensive Christmas decorations. A new idea is contained in several pages that illustrate complete Xmas Floral decorations all in one piece ready to hang in your window. Each decoration is a complete window trim. Very inexpensive, very attractive and will save you much time and labor in trimming your windows.

Remember to write for Xmas Catalogue Today.

SERVICE ARTIFICIAL FLOWER CO.

1307-09 Clybourne Ave.,
Chicago

IF IN NEED OF AUTUMN FLOWERS WRITE FOR OUR AUTUMN BOOK

Beautiful Southern Greens— the Ideal Decorations for Fall

Use Nature's own exquisite decorations for your spring windows. We have unlimited facilities for supplying you with every variety of southern green—fresh from the woods.

Southern Wild Smilax—This is the daintiest and most satisfactory green foliage decoration to be had. Graceful, easily handled, costs little, and lasts long.

Case	Contents	Weight	Price
No. 1	100 sq. ft.	15 lbs.	\$1.00
No. 2	200 sq. ft.	20 lbs.	2.00
No. 3	300 sq. ft.	25 lbs.	3.00
No. 4	400 sq. ft.	30 lbs.	3.50
No. 5	500 sq. ft.	40 lbs.	4.00
No. 6	600 sq. ft.	50 lbs.	4.50

Long Needle Pines—Long, glossy needles and beautifully marked stems—lasts almost indefinitely. Packed in paper lined burlap. Per doz., \$1.25; per 100, \$7.00.

Magnolia Foliage—The leaves are a rich glossy green on top and a soft, velvety brown beneath. A most beautiful and lasting decoration. Packed in same size cases and same prices as Smilax.

Southern Gray Moss—This is a novel and harmonious decoration especially adapted to hanging baskets, festoons, wall or post treatment, etc. Per 25-lb. bag\$3.00

Fadeless Green Sheet Moss—Ideal for window floors and can be used in a great variety of other ways. Harmonizes with all kinds of merchandise. Per bag, about 100 sq. ft.\$4.00



Southern Wild Smilax

Order from this ad—we guarantee absolute satisfaction

All Prices F. O. B. Evergreen, Ala.

KNUD NIELSEN

Evergreen, Alabama

Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



Gloves for Fall Wear.—Chamois Gloves \$3.00 pair. This very desirable and modish glove in natural color chamois is made in the popular slip-on style. The price is very low for gloves of this excellent quality.

Silk Mignonette Sweaters.—Special \$14.75. Such glorious colors as will prove irresistible to the woman who loves a silk sweater. Made in tuxedo model, *as pictured*, in the following colors: Henna, navy, black, alice blue, corn, salmon, silver, taupe, emerald, rose, brown, purple and pink.

700 Imported Hand-Made Beaded Bags at \$5.95.—We repeat—*hand-made imported bags*—now judge for yourself the message this low price of \$5.95 really conveys. They are all in drawstring effect, with pretty posies in the most delicate shades, silhouetted against contrasting backgrounds. Only 700—we expect them to move in record time.

French Overblouses—Just Out of Their Paris Packings—And How They Do Talk French!—A button-down-the-back version of the popular pleated overblouse that all Paris is acclaiming. Developed in crunchy georgette crepe, with a hand-drawn square to give its front a new line and a straw-embroidered belt to make it different.

75 Clever Beaverette Coats.—It hardly sounds possible—yet is absolutely true—that we will place on sale Monday a special lot of 75 Attractive Beaverette Coats at a price that sets a new record for value-giving. Striking belted models, with large shawl collars, bell sleeves, lined with figured Venetian and trimmed with fancy buttons. All sizes, of actual \$40 values—while they last Monday at \$19.75.

Afternoon Gowns.—New model in soft, rich satin meteor. Effectively Trimmed with Cut Steel Beads \$95.00.—The Beaded Gown is in great favor this season—from Georgette Crepe to Tricotine, every type of material is utilized for the Beaded Gown—but there are few models as fascinating as this combination of Satin Meteor with Cut Steel Beads. Simplicity and graceful lines are the characteristic features of this Gown, which is an exclusive style to interest the woman of individual taste in dress.

The Women's Shoes at \$5.95.—Fashionable high Dress Boots of kid, calf, and patent leathers in brown, gray, black and two-tone effects. Have Louis heels, genuine welt sewed and hand-turned soles, long narrow vamp and medium vamp with or without imitation tip; also new stage last. Stylish street shoe soft calf and kid leathers in brown and black. Brogue style, narrow and medium vamps, with or without imitation tips. Cuban, military and low heels, genuine welt sewed soles. Novelty extremely high top lace boots of black and brown kid and calf leathers. High Cuban heels and welt soles. Fat ankle shoes for stout women in every wanted heel and toe style. The famous Educator Shoes for growing girls in black kid and brown calf leathers. All sizes, 2½ to 10. All widths, A to EE—\$12 and \$15 values at \$5.95.

The New Blouses.—Every day our Blouse Department becomes more resplendent with color and richness of fabric. Few, indeed, are the materials that cannot adapt themselves to the lines of the new costume blouse. Silk duvetyne, satin, velvet, georgette and rich brocades are among the most popular materials. Even more fascinating is the endless variety of new necklines, original sashes and clever bits of trimming.

New Silks.—A profusion of gorgeous new Silks from the looms of the finest weavers of Silks in the world now graces the Silk Salon. Here the lover of beautiful fabrics will find shimmering Silks and Satins and luminous Velvets in every lovely shade fashion sanctions for the coming season, scintillating metal and chiffon brocades, softest of Duvetyne in coveted shades, Satin Meteors and Crepes in seemingly endless variety. Many of the rare Fabrics shown are featured in the model gowns of famous Parisian couturiers.

Men's Suits and Overcoats.—Sale-Priced for one more day, \$33.75. Here's a hint of the assortments—but the tailoring and the *Value*—you'll have to see. The suits include single and double breasted styles for Fall and Winter wear—most of them in dark shades. Plain colors, as well as mixtures and stripes. Models for men of all ages. Sizes 34 to 44, in regulars and stouts. The overcoats—are mostly Chesterfields in Fall and Winter weights. Some have velvet collars—others are self trimmed. Oxford greys and mixtures, quarter or fully lined. Sizes 34 to 44.

A splendid array of new distinctive dresses, forecasting the new Fall modes. Developed in materials of satins, georgettes and serges, in colors of navy, brown and black, awaits those women who like to be in the "forefront of fashion." This pricing at \$25.00 is most unusual as an introduction.

Heralding the Mode of Autumn in Women's Frocks—The fall silhouette continues to follow the slim, straight line. Some of the street dresses in heavier fabrics have a semi-balance of hip fullness by the addition of a circular peplum. The fitted bodice is seen in the readingote dress and in some of those which have the circular peplum over the hips. The former has the collar and lapels of a tailored suit and the latter usually the round neck that is so well liked. The long-waisted effect is greatly accentuated in the many smart Russian blouses that are shown.

Washable Dresses \$5 to \$7.50, Values for \$2.95—There are two hundred of them at this special price. The styles are many and clever, including the popular tunic, draped and straightline models. The materials are dependable ginghams, voiles and tissues, in attractive patterns and colors. Trimmings of lace and embroidery are strikingly applied. Some of these dresses are slightly mussed from handling. All sizes.

A "Perfect Stroke" Will Positively Increase Your Efficiency!

Enter the busy Fall season fully equipped with the BEST "TOOLS" MADE. "Perfect Stroke" Brushes and Supplies offer you INSURANCE against "going over," "retouching," and generally unsatisfactory results. WRITE TODAY FOR NEW CATALOG—we tell you the entire "Perfect Stroke" story by picture and text.



Xmas Cards for Window and Interior Displays Should Be Ordered Now!

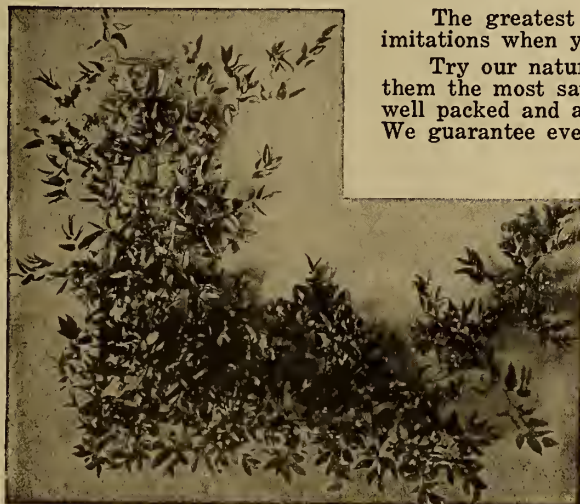
Write for circular showing our beautifully lithographed Christmas Cards in colors—designs simply irresistible and blend successfully with any kind of trim. Choice of two artistic designs—ORDER NOW, delivery at any specified time.

Bert L. Daily

126-130 E. Third St.
Entire Fourth Floor
Dayton, Ohio

Natures Own Decorations

They Cannot be Imitated—Much Less Improved Upon

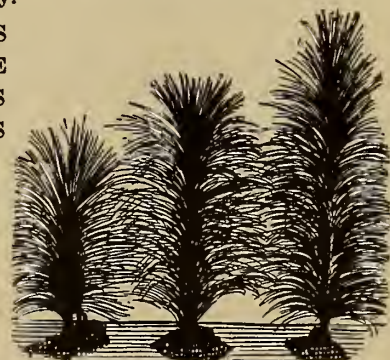


The greatest of artists can only imitate nature; so why should you use imitations when you can get nature's own unrivaled products for less money?

Try our natural Southern greens for the coming season and you will find them the most satisfactory of all decorations. They are carefully selected, well packed and are only a few hours from the trees when you receive them. We guarantee every order to be satisfactory.

SABAL PALM LEAVES
MAGNOLIA FOLIAGE
LONG NEEDLE PINES
CHAMAEROP PALMS
HOLLY
FADELESS MOSS
SOUTHERN GRAY
MOSS

All of these greens can be supplied in any quantities.
Our quotations are F. O. B. Evergreen.



Southern Wild Smilax

(Magnolia foliage same price as Smilax.)

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows. No advance in prices since war started.

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

Long Needle Pines

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$ 6.00
3 feet high.....	.15	1.50	9.00
4 feet high.....	.20	2.00	11.00
Assorted sizes, 2 to 4 feet.....	1.50	9.00	

Extra large sizes, 5 to 6 feet, \$0.50 each.

All Orders
Shipped
Promptly

Caldwell, The Woodsman
EVERGREEN, :- :- :- ALABAMA



PITTSBURGH

The Standard for Show Windows

REFLECTORS

Modern show window lighting as a science is precise. The proper diffusion and direction of rays has increased efficiency to an extent that makes it imperative for every merchant to have his window illumination right up-to-date.

Greater Sales Power

The value of your show windows is in almost direct proportion to the quality of their lighting.

Better illumination means greater sales power. Always the lighting should be correct—not on the sidewalk, not on the ceiling—but concentrated on the trim.

You can win greatest attention to your window displays with Pittsburgh Reflectors. The source of light is concealed, they put full power on the trim.

No matter what the size and shape of your windows, there is a Pittsburgh Reflector to make them produce most. Right now is a good time to increase sales efficiency.

Let us give you the illumination information you want.

Pittsburgh Reflector & Illuminating Co.

Chicago Office
565 W. Washington Street

Pittsburgh, Pa.

San Francisco Office
75 New Montgomery Street

DIETZ

Distinctive Decorations for Christmas

Our splendid line of 1920 holiday decorations is now being shown by our salesmen on the road and our new designs are the best we have ever offered.

You should certainly see these handsome and original decorations before deciding upon your holiday displays. You will find them unusually satisfactory in appearance, quality and price.

We will be glad to have a salesman call upon you if you will drop us a line.

E. C. DIETZ
219 E. 34th Street NEW YORK



94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases

\$1.00

The Latest Book on Show Card Writing for the Retail Store

This book, just off the press, is specially written to be used by the card writer in retail stores. The authors are A. E. Hurst and C. J. Nowak, two of the best known men in this field. The book thoroughly covers the subjects of equipment, and gives all the latest ideas of interest to the card writer. Experts say that this is the best book, in the field, ever made to sell for \$1.00. Every man interested in show card writing for retail stores will get a big lot of help from this book.

Ask for the Haberdasher's Show Card Writing System

PRICE **1⁰⁰** PREPAID

The Merchants Record Co.
431 So. Dearborn Street, Chicago, Ill.



KICHLER VALANCES

Have a distinction and individuality of their own. They are designed to satisfy the demands of particular merchants and display men.

If you are looking for exclusiveness, novelty and beauty combined with moderate price, you will find it in any Kichler Valance you may select.

If you know the kind of design you want, send us a sketch and we will reproduce your ideas accurately.

If you are uncertain as to a suitable design, we will be pleased to submit colored drawings based upon any suggestions you may make.

You will be particularly pleased with our treatment of monograms and trade-marks.

Send for our catalog

The L. A. Kichler Co.

717 Lakeside Ave. N.W. Cleveland, O.

The Craftsman Shops

Designers and Manufacturers
of Exclusive

Store and Window Furnishings

The Craftsman Shops
(Incorporated)

113-117 Wisconsin St. : Milwaukee, Wis.



OUR little
Xmas Cat-
alogue, which is
just off the press, con-
tains all the latest novel-
ties in Xmas Decora-
tives, Artificial Flowers,
Wreaths, Bells, Fes-
toons and Papier Mache
Santa Claus faces and so
forth that the up-to-the-
minute Display Man
might require to make
his windows really re-
flect the holiday spirit.

Of course the quality of every thing
is the best at the usual reasonable
prices.

THE ADLER-JONES CO.
206 S. Wabash CHICAGO



Beautiful
Xmas
Show Cards

*Ready to
Letter*

Ten beautiful designs in all sizes.
Descriptive folder is yours if you
write on letter head.

THE LACKNER CO.
21 West Pearl St. Cincinnati, O.



**Roth Valances and Plush Rugs
Are Steadily Winning the Ap-
proval of America's Leading
Merchants.**

The inherent quality of ROTH
Valances & Plush Rugs and
their artistic merit is well in-
dicated by the increasing de-
mand for these better prod-
ucts.

They possess every mark of
fine, beautiful, rich texture,
and wonderfully blended col-
ors.

Catalogues and samples cheer-
fully furnished.

Karl Roth Designers and Manufacturers **Findlay, Ohio**



FRENCH WAX FIGURES

Get more business by
showing your garments
on the most attractive
forms obtainable. Your
own experience tells
you that the more at-
tractive your displays
the greater your sales.

When you buy French
Wax Figures you are as-
sured of the best made be-
cause, having the oldest
and largest organization
of the kind in the country,
we have the knowledge,
talent, and facilities for
producing a superior prod-
uct.

Backless Gown Forms

As an example of the up-to-date
nature of our product we show
here one of nearly a dozen new
models in all wax above the
waist line, designed for showing
the new low back gowns and
sheer lingerie.

Write for our literature.

**THE FRENCH
WAX FIGURE CO.**

14th Floor Medinah Bldg.
Chicago

Factory: 70 W. Water Street,
Milwaukee, Wis.



**QUALITY
and PRICE**

have made us
a reputation
that extends
from coast to
coast. Our quality expresses
everything that can be desired by
the most critical display man.
Our prices are low enough to
satisfy the most careful buyer.

The line of holiday decorations we are
offering this season presents a selection
so wide as to meet any requirement.
We can supply anything you may need
at a substantial saving.

Send for our Catalog.

Mutual Flower Company
82 West Third St. NEW YORK



No. 44104A Hanging Basket, 27"x20", filled with Nasturtiums, Sedum Plants, and Ferns. Each, \$6.50. Our catalogue No. 44, illustrated in colors, free for the asking.

Frank Netschert
61 Barclay St., New York



A sleeper gets nowhere and his business goes the same way

Opportunity Calls

FRANKEL FIXTURES sell goods and since you are in business to **SELL**—by all means take advantage of the selling power of Frankel figures, forms and wax figures.

Write for booklet or ask the Frankel expert.

Established 1888

1146 Broadway
at 27th St.



Phone
Madison Square
1490



Decorative Fixtures

Will not only increase the sales of your merchandise, but will help materially in dressing up and improving the appearance of your store front.

Decorative Fixtures come in authentic Period Designs and for the showing of every line of merchandise.

Our new catalogue will be of material help to you in showing you what you should have in the way of fixtures.

Write for it today

DECORATIVE FIXTURE CO.
1600 South Jefferson Street CHICAGO

WALTER'S IDEAL POCKET HAMMER

For Display Men and Window Trimmers

Box
Opener

This is the only tool ever invented especially for window dressers. It fills every want of the decorator, and was originated by a display man of many years' experience; is very strong and durable, and is now being used all over the United States by display men.

It is only 4¼ in. long, nickel plated and guaranteed. In the handle is constructed an arrangement for withdrawing pins, tacks and nails.

← Screw Driver Also has
← Pin Screw Driver
← Tack Driver and Box
← Nail Puller Opener Attachment on end.

CAN BE CARRIED IN THE VEST POCKET.

Display Managers find it one of the most desired of all Holiday Gifts they can make to their assistants.

Hundreds of ways to use it in the home—on the writing desk—around the automobile.

Price \$1.00

Sent to any Address (Postage paid) by M'fr.

J. M. WALTERS

**EXACT
SIZE**



220 South
Benton Way
Los Angeles
Cal.

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS



*My new cata-
log for 1921*

contains a complete list of everything the
sign and show-card writer uses.

D. S. of L. Blue Handle

Brand Brushes and Supplies

for every purpose are listed and illustrated. Your
favorite brush is there. We have a large showing
of French made brushes. We invite you to write
for our newest catalog. A postal request will do.

Save Money on Your Supplies

You not only buy better supplies from us, but you
will save money. Hundreds of stores doing their
own show-card work use "Strong's" supplies. The
best card-writers and sign-men, are big users. You
need our catalog as a guide to safe and economical
buying of lettering tools and materials.

Save Your Money on Your Supplies

Address, Supply Department

DETROIT SCHOOL OF LETTERING

Chas. J. Strong, Founder

Established 1899

DETROIT, MICH.

The Modern Way Means Better Display

The more experience you have had as
a displayman, the more you will appreciate
the MODERN line of flowers and dec-
orations. You will appreciate their dainty
designing, their careful workmanship and
exquisite coloring. You will appreciate
most of all the indescribable charm that
characterizes all of our products.

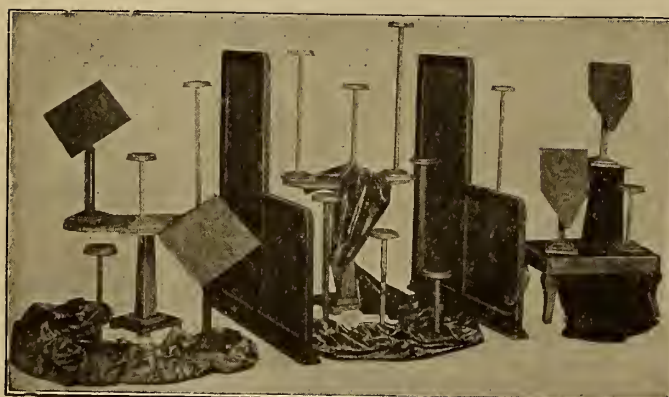
It is impossible to make a mistake in
the selection of MODERN decorations
and you will find that they improve the
quality of your displays without increas-
ing their cost.

If you have not used MODERN dec-
orations, drop us a line. Our salesmen
are on the road and will be glad to call
upon you.

Modern Artificial Flower Co.

840 North Avenue

CHICAGO



Improve Your Windows

Bigger Sales—Better Prices
More Profit

come naturally with

BETTER WINDOW DISPLAYS

Send for our Fixture Catalog. It's free to Merchants

Artistic Wood Turning Works

Formerly Polay Fixture Service

515 N. Halsted St., Chicago.

Art Drapery Fabrics for Show Windows

We carry a complete line of art fab-
rics especially suitable for show window
draperies and decorations. In our big
stock will be found textures, colors and
designs to meet every requirement of the
display man.

Cloister Cloth

is a remarkably effective material for
high class valances and curtains. It will
give distinction to any window. The
background of this ad shows a section
of Cloister Cloth slightly reduced.

Sold only in full pieces

When ordering valances or a box win-
dow draperies, request your dealer to
use

STANDISH MILLS
ART DRAPERY FABRICS

E. E. M. S. & SELLON

309 West Adams Street CHICAGO

17 Channing St. Boston

1111 St. Michael St. Montreal

7th Broadway New York

312 Market St. San Francisco

DISPLAY MEN AND CARD WRITERS

YOU MUST HAVE THE



FOR PROPER CARD WRITING
MATERIALS

It's ready for you

WALLBRUNN, KLING & CO.

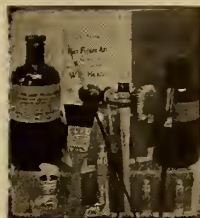
327-29 So. Clark Street

Chicago, Ill.

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
No. 2 outfit will clean and refinish 200 forms. 2.50
No. 3 outfit will clean and refinish 300 forms. 3.50
No. 4 outfit will clean and refinish 500 forms. 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight.	Price.....	\$1.25
16 ounces net weight.	Price.....	1.75
32 ounces net weight.	Price.....	2.50
48 ounces net weight.	Price.....	3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets, \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.

Show Card Writers



Actual size of 2-oz. jar

**Know
What's
What**

in

Show Card
Colors and
Brushes,
that's why
most of them
use

**DEVOE
PROD-
UCTS**

Sold by leading dealers everywhere or

DEVOE & RAYNOLDS CO., INC.

New York
Buffalo

Chicago
Denver

Kansas City
Minneapolis

New Orleans
Cincinnati

**Exclusive
Displays for
Exceptional
Windows**

The usual slogan is "Do your Christmas shopping early."

The same applies to your
Window Decorations.

This is very essential to boosting your Christmas sales.

Our line of

**Christmas Fancy Papers and
Window Decorations**

is surpassed by none.

Send for circulars.

**DOTY & SCRIMGEOUR
SALES CO., INC.**

**30 Reade Street
New York**



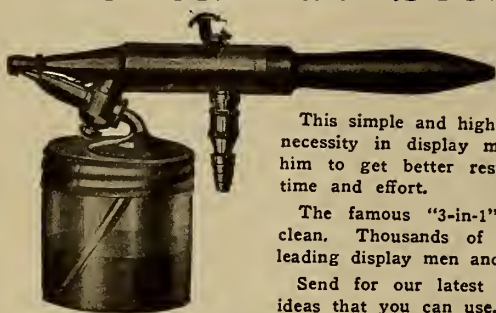
Fall Window Displays on Onli-Wa Fixtures

ADD THAT TOUCH
OF ATTRACTIVENESS
THAT MAKES SALES

Send for Catalog No. 5 of Shoes, and No. 6
for General Merchandise Display

The Onli-Wa Fixture Co., Dayton, Ohio

You can do better work with a PAASCHE



Every displayman
needs a PAASCHE
Model "D" Air Brush

This simple and highly efficient tool is a practical
necessity in display man's equipment. It enables
him to get better results at a greater saving of
time and effort.

The famous "3-in-1" is easy to use and keep
clean. Thousands of them are in daily use by
leading display men and showcard writers.

Send for our latest catalog—it is full of clever
ideas that you can use.

Paasche Air Brush Co.

1229 Washington Blvd.
CHICAGO



Beautiful effects are easy with a PAASCHE

\$100,000.00 WASTED

Last year by display men on ruined shirts
and laundry costs. *How much did it cost
you?*

The use of shirts on clothing display forms
is no longer necessary; the HATCH METAL
NECKBAND and a small piece of material,
12x18, gives you the same effect in less time
at a saving that can hardly be estimated.

\$12
per
doz.



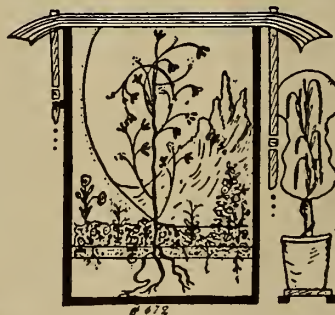
\$135
per
grs.

The selling appeal of many a well displayed
suit is lost when shown over a faded, soiled
or cheap appearing shirt; use the best ma-
terials in small pieces, at a cost of a few
cents.

*Neckband Adjustable to All Size Collars
and Forms*

Hatch Metal Neckband Co.

Detroit, Mich. 275 Jefferson Ave., East
Single band sent as sample if desired.



E.J. BOYLE & BROS.

Manufacturer
and Jobber

Show Window Fixtures
Back Grounds
Artificial Flowers
Card Writers' Supplies

29 W. Maryland St.
INDIANAPOLIS



Beautify Your Holiday Windows with
Nadeco Maid VALANCES

Panels, Drape Shades, Plushes
Stack Patterns or Individual Designs

Write for Catalog and Name of Local Dealer
NATIONAL DECORATIVE CO., 510 Federal St.
Camden, N. J.

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

HELP WANTED—Window trimmer and card writer. Fine opportunity for ambitious young man. 215 feet window display. Fine modern store. Man must be thoroughly capable. Must have the best of reference as to honesty, character and reputation. Salary \$110 per calendar month. Bonus after six months' service. Merchandise own use 15% discount. Furnish reference with first letter. Address Yellowstone Mercantile Co., Sidney, Montana.

HELP WANTED—Man wanted who can trim windows and write cards by an up-to-date, live wire Central Pennsylvania department store, in a town of 70,000. We have a good proposition to offer the right man. Apply immediately stating experience, reference and salary expected to Box 378, care **MERCHANTS RECORD AND SHOW WINDOW**, 5707 West Lake Street, Chicago, Ill.

HELP WANTED—Experienced window trimmer and card writer for department store. Apply or phone. Mandel Ascher & Sons, 157, Chicago Heights, Illinois.

POSITION WANTED—Ambitious Display Man, 21, wishes permanent position with high class store. Three years' experience with one of the leading stores in Central Illinois. Address Box 380, care **MERCHANTS RECORD AND SHOW WINDOW**, 5707 West Lake Street, Chicago, Ill.

FOR SALE—Clothing and furnishings store located in live industrial town in Pennsylvania. Doing good business and best class of trade. Bad health of owner reason for selling. Address Box 379, care **MERCHANTS RECORD AND SHOW WINDOW**, 5707 West Lake Street, Chicago, Ill.

BE AN ADVERTISING WRITER. Learn in spare hours by mail. Practical, simplified course gives you the essentials in the quickest time. Copywriters and advertising managers make big money. Trained men and women wanted everywhere. Write for details. Allen B. Russell, 1101 Bitting Bldg., Wichita, Kansas.

Use **ELCO BUTTERFLIES** among the flowers in your window display. Something entirely new. Real butterflies specially prepared for decorative use. Their novelty and exquisite beauty make them very attractive. S. C. Carpenter, 62 South Whitney St., Hartford, Conn.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST.
CHICAGO, ILL.

Air Brush Blanks

at Before-War Prices

Display Cards and Price Tickets

Agents send for our new stock list of 11x14
Stock Cards, 150% profit, 2,000 designs, more
than 200 wordings.

Send for Catalog No. 72

APEX SHOW CARD SERVICE

718 Franklin St.

Michigan City, Ind.

Index To Advertisers

Adler-Jones Co.	73
American Lithograph Co.	80
Apex Show Card Service.	79
Art Window Shade Co.	80
Artistic Wood Turning Works.	76

Barlow-Kimmet Co.	Inside Front Cover
Baumann, L., & Company.	17
Beaven, E. A., Co.	10
Beaver Board Companies.	19
Bodine-Spanjer Co.	6
Botanical Decorating Co.	Inside Back Cover
Boyle, E. J., & Bro.	78
Bradford, I. L., & Co.	67
Butcher, L. O., & Bro.	79

Caldwell, The Woodsman.	71
Compo-Board Company.	2
Contents, Editorial.	1
Craftsman Shops, The.	63
Curtis-Leger Fixture Company.	Back Cover

Daily, Bert L.	71
Decorative Fixture Co.	75
Decorators Supply Co.	5
Detroit School of Lettering.	76
Detroit Show Case Co.	13
DeVoe & Raynolds Co., Inc.	77
Dietz, E. C.	72
Display Manager's Hand Book of Decorations.	7
Doty & Scrimgeour Sales Co.	77

Elms & Sellon.	76
Feldman, L. A., Fixture Co.	65
Frankel Display Fixture Co.	75
French Wax Figure Co.	74

Gasthoff, J. F., & Co.	14, 15
-----------------------------	--------

Harrisburg Wax Figure Renovating Co.	77
Hatch Metal Neckband Co.	78
Heagany, D. J., Mfg. Co.	59
Hecht Fixture Co.	65
Hess, G. Wallace.	16
Hunt-Crawford Co.	12

Imans, Pierre.	6
---------------------	---

Kawneer Mfg. Co.	21
Kichler, L. A., Co.	73
Koester School, The.	53

Lackner Co., The.	74
Lyons, Hugh & Co.	2

Mac-Morris Art Co.	67
McKenna Brass & Mfg. Co., Inc.	9
Melzer, S. M., Co.	80
Messmore & Damon, Inc.	11
Modern Artificial Flower Co.	76
Modern Art Studios.	18
Mutual Flower Co.	74

National Decorative Co., Inc.	78
Natural Plant Preservers Co.	8
Netschert, Carl, Co., Inc.	63
Netschert, Frank.	75
Newcomb, E. R.	80
Nielson, Knud.	69

Onken, Oscar, Co.	80
Onli-Wa Fixture Co.	78

Paasche Air Brush Co.	78
Palmenberg's, J. R., Sons, Inc.	57
Photo Sculpture Co.	61
Pittsburgh Reflector and Illuminating Co.	72

Rauch, F. A., Co.	79
Roth, Karl L. B.	74
Rumbley Co., The.	4

Schack Artificial Flower Co.	3
Service Artificial Flower Co.	69
Show Window Backgrounds.	20
Showcard Writing System.	72
Successful Retail Advertising.	20
Superior Brass & Fixture Co.	57
Sobel's, David, Sons.	10

Timberlake, J. B., & Sons.	80
---------------------------------	----

Walbrunn, Kling & Co.	77
Walters, J. M.	75
Wants, For Sale, Etc.	79
Welch-Wilmarth Companies.	22
Window Decorative Works.	80
Woodruff, D. W., & Co.	80



HARDWOOD FLOORS

For Your Show Windows

Any carpenter can lay these floors perfectly at a small cost. Leading stores throughout the country have installed our beautiful hardwood floors. Send for our handsomely colored catalog.

E. R. NEWCOMB
Telephone Harrison 7303
730 S. Wabash Ave. Chicago

BETTER DISPLAY FIXTURES

MANUFACTURED BY
D. W. WOODRUFF AND COMPANY



*Perfect
Equipment
Perfect
Service*

Send for Folder
860 Howard St.,
San Francisco, Cal.

S. M. MELZER CO.

Manufacturers of

Display
Fixtures
Show
Forms



Wax
Figures
Brass
Railings

915 Filbert Street Philadelphia, Pa.




Creators of the Newest Ideas in

Valances and Panels

French Drape Valance a Specialty


Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO



ELECTRIC
WELDED

Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

No. 690

Make Your Show Windows Pay Your Rent



Our Line of
Period
Display
Fixtures
Will Help
You Make
Effective
Window
Displays

Many Sales Are Made on the Sidewalk
New Catalogue No. 93 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.



ONYPX PAPER

A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK



Valances and Shades

To Your Order for Your Fall Windows

We are specialists in French Puffed Shades and can offer exceptional values in this line. Send for our new catalog.

ART WINDOW SHADE CO.
2838 Broadway CHICAGO



THE artistic perfection of our Super-Decorations may best be judged by the reputations of the display men who use them regularly. The supreme quality of Botanical products may be measured by the character of the stores in which they are used season after season.

The exquisite floral decorations, designed by Arthur V. Fraser for the Autumn Exposition of Marshall Field & Company, were supplied by us—as usual.

Our representative recently returned from an extended visit to the best European markets where he secured the newest ideas in materials, design and coloring. These have been included in our unusual collection of holiday decorations now being shown in our display room and by our salesmen on the road.

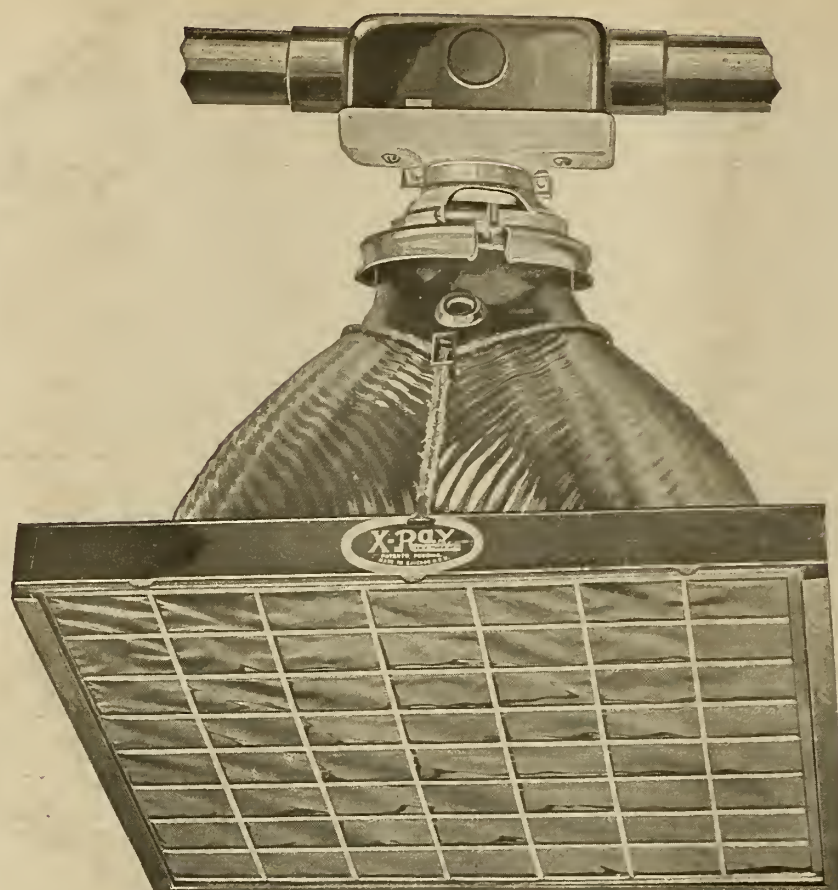
We will be pleased to send you our catalog or have a salesman call upon you.

The Botanical Decorating Co.

Manufacturers and Importers of Super-Artificial Flowers and Decorations. Designers and Builders of Super-Window Furniture

208 West Adams Street

- - - CHICAGO



Color Lighting Effects for Store Windows

Another Curtis-Leger Product

Fifteen years ago the merchant found himself in need of a new show window lighting method, a method which would project the light on the merchandise instead of into the eyes of the buyers.

Curtis-Leger, realizing this need, introduced the X-Ray window reflector. This reflector met the need so successfully that the Jove, Jupiter, Hood, Hoodette, Scoop and Scoopette have been added since.

Color-Ray has been developed in response to an insistent demand for colors in display window lighting. The unit may be attached to the Jove or Jupiter reflectors in a few moments without removing lamp or reflector. Colors may be changed quickly by changing slides, the holder remaining on the reflector.

For further information fill out attached coupon.

Curtis-Leger Fixture Co.

EST. 1869

237 W. Jackson Blvd.

Chicago, Ill.

☐ Send complete information on—
☐ Color-Ray
☐ Valances

Name
Address
City
State

MAIL THIS COUPON

☐ Show Window Lighting
☐ Display Fixtures

Merchants Record and Show Window

November, 1920





No. 822 C/M
Our New Chicken Model
Costume Form



822/150

MAKE 1921 YOUR BIGGEST YEAR We Can Help You! NOW

is the time for you to begin.
We began months ago to
PLAN and PREPARE.

Now we are ready to take care of the
live merchant who is planning to in-
crease business and make the coming
year the biggest ever.

New, Original Designs
in Display Forms
in Fixtures
in Backgrounds

Factoris Increased
in capacity
in contented workers

Ready to serve you and insure you qual-
ity in workmanship and prompt delivery.

In keeping with the growth of our or-
ganization we have established

A SERVICE DEPARTMENT
equipped and prepared to cooperate with
you to secure greater selling efficiency.
Consult this department about your busi-
ness. No charge.

Ask for "The Display Idea That is
Earning Millions." It may throw a new
light upon your merchandising and show
the way to Bigger Business.

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**

*Makers of the Famous Mannequin Products
THE Display Forms*

New Uptown Exhibition Rooms
1244 Broadway, Imperial Hotel Bldg.,
at 32nd St.

Factories:
New York, N. Y. Holyoke, Mass.



No. 832 C/M
Our New Chicken Model
Waist Form

OUR BOYS' FORMS
are just as accurate and
fine as our Men's and
Women's Display Forms.



No. 802
Boys' and Girls'
Forms

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
5001 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
5707 West Lake Street
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid
United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries . . . \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less. (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 5707 West Lake Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLVII

NUMBER 5

Contents for November, 1920

	Page
The Business Situation - - - - -	19
The Displays of Lord & Taylor - - - - -	21
A Wonderful Christmas Tree - - - - -	24
Collaring the Collar Business - - - - -	26
Notes from New York - - - - - By F. F. Purdy	28
Business Conditions - - - - -	34
Our Monthly Contest - - - - -	35
Our Service Department - - - - -	35
How to Make Show Cards - - - - - By G. Wallace Hess	36
International Association of Display Men - - - - -	40
Watch St. Paul, 1921—Let's Go! - - - - -	40
Free Employment Service - - - - -	42
Movements of Display Men - - - - -	44
A Notable Display - - - - -	46
A Big Store's Advertising - - - - -	48
Arguments for the Ad-Man - - - - -	54
For Our Advertisers - - - - -	58
Index to Advertisers - - - - -	63



MAKE BUYERS OUT OF PASSERSBY

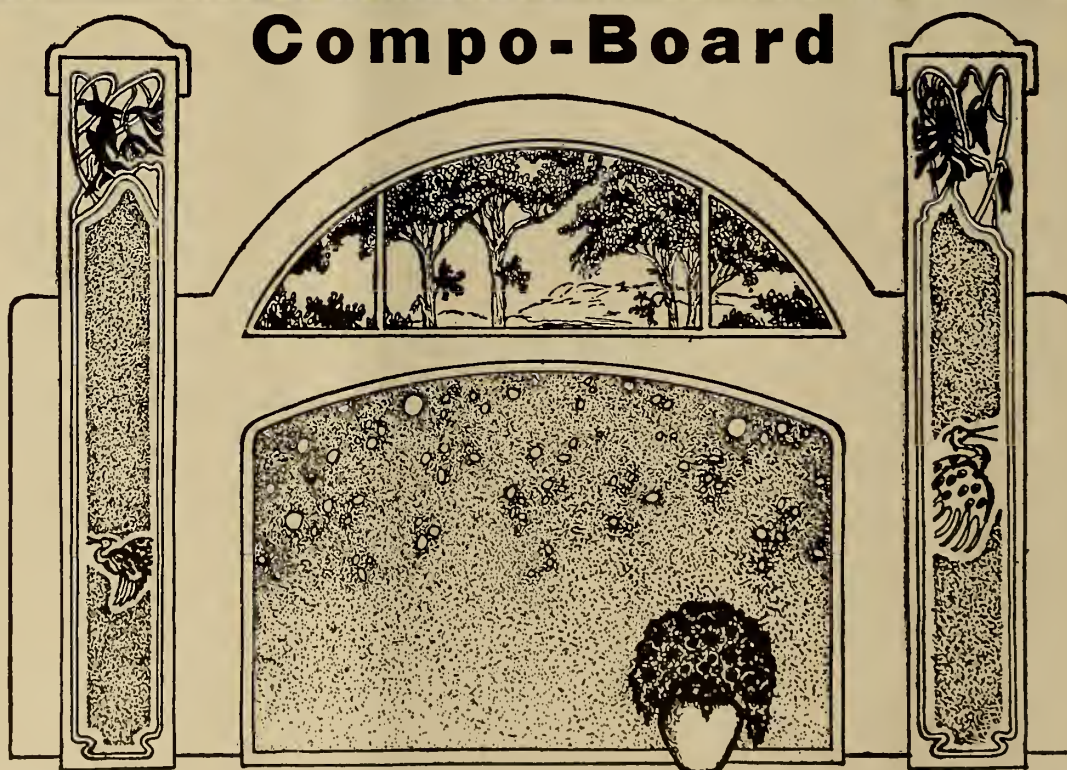
Specialize in your displays of the latest styles.
 Concentrate the attention of shoppers on particular groups.
 Hugh Lyons fixtures will help to make your windows more profitable—make buyers out of passersby.
 Hugh Lyons fixtures are completely described in our catalogs, which will be sent you upon request.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
 NEW YORK SALESROOM CHICAGO SALESROOM
 35 W. 32 nd. STREET 234 S. FRANKLIN ST.

COMPO-BOARD

Compo-Board

COMPO-BOARD



Herewith is shown just one of thousands of ways Compo-Board may be used for window backgrounds, cut outs, window dividers, partitions, etc. Compo-Board is the old original and genuine wood board.

Compo-Board Company

1404 LYNDAL AVE. NORTH
 MINNEAPOLIS, MINNESOTA



Kawneer

SOLID COPPER

STORE FRONTS

Give Your Merchandise a Chance to sell itself through proper display. Kawneer Store Fronts have solved display problems for more than 100,000 successful merchants. They provide show windows that permit merchandise to tell its own story.

Your merchandise will draw sales into your store if you give it a chance to talk.

Let us show you how a Kawneer Store Front on your building will boost your sales by drawing more and more people into your store.

Every Merchant Should Have a Copy of this Valuable Book

THE
Kawneer
COMPANY

NILES MICHIGAN

The
Kawneer
Company

2102 Front Street,
Niles, Mich.

Please Send Me a Copy of Your
New BOOK OF DESIGNS

Name

Address

Just Tear Off Coupon and Pin It to Your Letterhead



Copyright 1920

Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Statuary in Wax

CHEVALIER OF THE LEGION OF HONOUR

BEWARE of copies of my models and sold as French Wax Figures. Either in models or execution of same, my own work is quite different from all other similar productions and is the only one having true Parisian style and "chic".

Do not accept figures which do not bear my signature stamped in the wax.

Ask for my illustrated catalog No. 24, sent free on request.

Orders received through the medium of Paris Commission houses.

10 rue de Crussol

Paris, France

Buy Your Xmas Decorations

from L. Baumann & Co.

and get the finest quality and workmanship ever put into Artificial Foliage.



Make This
Your Biggest
Holiday Season

Christmas
Catalogue
in Colors

You can do this by giving your store a Xmas atmosphere by using our Decorations. They are the biggest Xmas business stimulator you can have.

HOLLY GARLAND NO. 639 Comes 54 inches wide, with a large cluster of mistletoe in the center and an abundance of holly berries; can be bent any shape. Only \$5.50 each.

Wonderfully attractive new Xmas designs for your windows and store interior. Baumann's flowers are the most practical to use and cost no more than the inferior kind.

We carry the largest open stock of artificial flowers in America. Our deliveries are prompt and our prices the lowest. Remember to get our Xmas catalog.

L. BAUMANN & CO.

357-359 W. CHICAGO AVE.,
CHICAGO



Rameses would be Surprised

"Shades of Isis and Osiris, I couldn't write a better book myself." And we are certain he would say further, "I'll wager two temples full of lotus blossoms that every Display Man in America will want a copy."

The Display Managers Handbook of Decoration Egyptian Series By L. S. Janes

This valuable addition to the literature of decoration treats of the different methods of utilizing the motifs of ancient Egyptian art, modernized so as to be applicable to **YOUR PARTICULAR NEEDS**. Complete backgrounds, panels, screens, furniture, fixtures, ornaments, valances, floors, ceilings, lamps, and dozens of other applications clearly shown and keyed with a valuable hand-made color chart.

No library or window display and decoration is complete without this treatise on Egyptian Decoration. For convenience use the coupon.

The Merchants Record Co.
5707 West Lake Street
Chicago, Ill.

The Merchants Record Co.,
5707 W. Lake St.,
Chicago, Ill.

Gentlemen:

Send me a copy of "The Display Manager's Handbook," Egyptian Series, for which I enclose Five Dollars.

Name

Address

City

State

Artificial Xmas Decorations
Send us description and design of what
you want. We can save you money.
Write us today.



No. 1850—Holly Spray, rights and lefts, with
pine cones, and velvet poinsettias, in green or
white frosted. Length, 55 inches.
Each.....\$6.50 Per dozen, \$60.00
No. 1708—Silk Poppy Spray in red or combina-
tion colors, 36-in. stem.
Per dozen.....\$15.00
No. 1704—Same as above on 24-in. stem.
Per dozen.....\$6.50
No. 1851—Red Velvet Poinsettia on 28-in. stem.
Per dozen.....\$7.50
No. 1852—Red Velvet Poinsettia on 21-in. stem.
Per dozen.....\$1.35 Per gross.....\$15.00
No. 1853—Red Velvet Poinsettia on 21-in. stem.
Per dozen.....\$1.75 Per gross.....\$18.00
No. 1854—Medium Red Velvet Poinsettia on 14-
in. stem.
Per dozen.....\$0.75 Per gross.....\$7.50
No. 1855—Midget Red Velvet Poinsettia on 12-
in. stem.
Per dozen.....\$0.50 Per gross.....\$4.50
No. 1856—Poppy Spray on 24-in. stem, in red
or combination color.
Per dozen.....\$7.50
No. 1857—Silk Foxtail Spray with red foxtails
and green foliage or white foxtails and white
frosted foliage, 18x36-in.
Each.....\$2.25 Per dozen.....\$24.00
No. 1858—Holly Spray in solid green and red
berries or white frosted and red berries, 28x48-
in.
Each.....\$1.75 Per dozen.....\$18.00
No. 1859—New Drooping Woodbine Foliage
Spray in white frosted and red berries, 30x40-in.
Each.....\$1.75 Per dozen.....\$18.00
No. 1860—Holly Vine with twelve leaves and
twelve berries.
Per dozen.....\$1.25 Per gross.....\$12.00
Same as above in white frosted effect.
Per dozen.....\$1.50 Per gross.....\$15.00
Large size leaf, twelve leaves and twelve berries.
Per dozen.....\$1.75 Per gross.....\$18.00
Same as above in white frosted effect.
Per dozen.....\$2.25 Per gross.....\$21.50
No. 1861—Holly Wreath with red velvet poinsettia
on 14-in. stem.
Per dozen.....\$3.00 Per gross.....\$30.00
No. 1862—Midget Poinsettia Vine 12 leaves, plain
or white frosted, four velvet poinsettias.
Per dozen.....\$2.75 Per gross.....\$26.50
No. 1863—Poinsettia Vine, twelve green or white
frosted leaves, 3 velvet Poinsettias.
Per dozen.....\$3.50 Per gross.....\$36.00
No. 1864—Small holly spray, 2 berries and 3
leaves.
Per dozen.....\$0.25 Per gross.....\$1.50
Same as above with 4 berries and 4 leaves.
Per dozen.....\$0.35 Per gross.....\$2.25
No. 1865—Flower Strands for light shades. Cut
shows a 12-in. shade with twelve 36-in. strands
and twelve 72-in. strands, in frosted green tint.
36 inch.....\$18.00 per gross
72 inch.....36.00 per gross

Write for prices on wire frames.
No. 9026—Tissue Oak Spray, 15x36-in., in red
and green, and white. Per gross.....\$15.00
Same in white frosted effect. Per gross... 18.00
No. 1866—Silk Crepe Poinsettia on 24-in. stem
with natural center.
Per dozen.....\$1.50 Per gross.....\$15.00
Same as above on 36-in. stem.
Per dozen.....\$2.25 Per gross.....\$21.50
No. 1867—Short Stem Silk Crepe Poinsettias.
Midget.....\$3.50 gross
Medium.....4.50 gross
Large.....5.50 gross
Medium fancy.....5.50 gross
Extra large double.....10.00 gross
No. 1868—Poinsettia Vine with 12 leaves and 3
flowers.
Per dozen.....\$3.50 Per gross.....\$36.00
No. 1869—Holly Spray, in green or white fro-
sted, 36-in. Per dozen.....\$10.50
No. 493—Maple Spray in green, 18x36 in.
Per dozen.....\$7.50
Same, white frosted. Per dozen.....9.00
No. 9800—New Green Metallic Bronzed Christ-
mas Tree with red Canadian Thistles. Two in.
depth and size 14x57 in.
Each.....\$6.50 Per dozen.....\$65.00
Same as above, 19x36 in.
Each.....\$5.50 Per dozen.....\$55.00
Place your order today.

J. F. Gasthoff & Co.

Largest Manufacturers
Artificial Decorations in U. S. A.

Danville, Ill.

CHRISTMAS DECORATIONS

Finest grade natural prepared bronzed metallic decorations in garlands, wreaths, etc. Can furnish same in solid green, solid red, or red and green combination, also silver and gold.

1804

1805

1806

1807

1808

1809

1810

1811

1812

1813

1814

1815

1816

1817

1818

1819

1820

1821

Be sure and mention color when ordering.

No. 1800—Natural Prepared Beech Sprays in green or red, 40 to 60 in. high, 100 \$15.00
Same in bronzed metallic green, red, or green and red combination, 100 sprays \$45.00
No. 1801—Natural prepared oak sprays \$15.00
No. 1802—Natural Prepared Beech Garlands in red or green.
Light weight...\$2.75 doz yds. \$25.00 gross yds.
Medium weight...3.25 doz yds. 30.00 gross yds.
Heavy weight...3.75 doz yds. 35.00 gross yds.
Same in bronzed metallic finish of red and green combination, or solid green and solid red
Per 100 yds. \$45.00
No. 1803—Nat. Prep Oak Garlands, red or green.
Heavy weight...\$4.25 doz yds. \$40.00 gross yds.
Same in bronzed metallic finish of red and green combination, or solid green and solid red
Dozen yds. \$5.25 Gross yds. \$50.00
No. 1804—Nat. Prep. Beech Wreaths, red or green.
24 in. \$1.75 each, \$18.00 doz
30 in. 2.25 each, 24.00 doz
36 in. 3.00 each, 30.00 doz
Same in bronzed metallic finish in solid green and solid red or combination red and green
24 in. \$3.00 doz, \$3.00 each
30 in. 3.50 doz, 3.50 each
36 in. 4.50 doz, 4.50 each
No. 1805—Natural Prepared Oak Wreaths in green or red
24 in. \$2.25 each, \$21.50 doz
30 in. 2.75 each, 28.50 doz.
6 in. 3.50 each, 36.00 doz
Same in bronzed metallic finish in solid green and solid red or green and red combination.
24 in. \$3.25 each, \$32.50 doz
30 in. 4.25 each, 40.00 doz.
36 in. 4.75 each, 48.00 doz.
No. 1806—Natural Prepared Evergreen Wreathing in Christmas green.
Medium weight...\$3.00 doz yds, \$30.00 gross yds.
No. 1807—Natural Prepared Evergreen Wreathing in Christmas green.
Heavy weight...\$4.50 doz yds, \$45.00 gross yds.
No. 1808—Natural Prepared Evergreen Wreathing with two velvet poinsettias
Per doz yds...\$5.50 Per gross yds...\$55.00
No. 1809—Natural Prepared Evergreen Wreathing with green or red ruscus, two velvet poinsettias, and two pine cones in silver or red bronzed finish.
Per doz yds....\$7.50 Gross yds....\$75.00
No. 1810—Natural Prepared Ruscus in solid red or solid green. Per lb. \$1.50
Same in green and white combination finish.
Per lb. \$2.00
No. 1811—Natural Prepared Adiantum Sprays with 3 velvet poinsettias, 40 in. length.
Per doz sprays \$10.50
No. 1812—Natural Prepared Adiantum Sprays with 6 velvet poinsettias, 40 in. length.
Per doz sprays \$12.50
No. 1813—Natural Prepared Magnolia Wreaths with combination decoration.
24 in. \$6.50 each 30 in. \$8.50 each
Same in plain finish.
24 in. \$5.00 each 30 in. \$6.50 each
Same in bronzed metallic finish.
24 in. \$7.50 each 30 in. \$9.00 each
No. 1814—Natural Prepared Evergreen Wreaths with red straw flowers. 18 in. \$3.00 each
24 in. \$4.00 each 30 in. 5.00 each
Roping Wreaths in red or green with bronzed or frosted pine cones and holly sprays
No. 1815—10 inch. \$0.65 each, \$6.50 dozen
12 inch.75 each, 7.50 dozen
14 inch.85 each, 8.50 dozen
No. 1816—10 inch.75 each, 7.50 dozen
12 inch.85 each, 8.50 dozen
14 inch.95 each, 9.50 dozen
No. 1817—10 inch.45 each, 4.50 dozen
12 inch.55 each, 5.50 dozen
14 inch.65 each, 6.50 dozen
No. 1818—18 inch. 2.25 each, 21.50 dozen
24 inch. 3.00 each, 30.00 dozen
No. 1819—13 inch. 3.00 each, 30.00 dozen
No. 1820—30 inch. 6.00 each, 65.00 dozen
36 inch. 9.00 each, 95.00 dozen
No. 1821—Pine Cones in white frosted or bronzed finish of red fire and silver.
1½x2 inches \$3.50 per C.
1½x3 inches 5.00 per C.
2x4 inches 7.00 per C.

J. F. Gasthoff & Co.

Largest Manufacturers
Artificial Decorations in U. S. A.

Danville, Ill.

Results of a Trial

This was placed with the understanding that it could be returned if it was not equal to the best at a saving of 20%. After comparing same for two months they now request us to keep in touch with them.

S. COPLON
CHAS. COPLON
HARRY COPLON

S. COPLON & SONS
DEPARTMENT STORE
NEW BERN, N. C.

NEW YORK OFFICE
3 WEST 29TH STREET
NEW YORK CITY

David Sobel's Sons
143 Grand St.,
New York City

Oct. 7. 1920

Gentlemen:

We are in receipt of your letter of Sept. 29th, and as requested we are mailing our check for the Aug. 14th invoice, \$286.75.

In regard to merchandise, we found it to be entirely satisfactory and we believe it will be to your interest to keep in touch with us as we are going to be in the market for some fixtures in the near future. Yours very truly.

S. COPLON & SONS
By G. B. Smith

Send for latest circular pamphlet showing merchandise, and from which the above firm ordered.

USE NATURE'S DECORATIONS

Beaven's natural southern greens have a quality and distinction that no manufacturer can imitate. Evergreens of various kinds attain a wonderful perfection in this locality and the varieties we handle retain their freshness and beauty for a great length of time. We have had many years' experience in handling these greens and we guarantee every shipment to be satisfactory in every particular.



MAGNOLIA FOLIAGE

The magnolia is a wonderfully effective decorative foliage which can be used in a great variety of ways. It can be handled without damage and lasts almost indefinitely. Fine for windows or interior. Can readily be resold in form of wreaths, sprays, etc.

No. 1	\$1.00	No. 4	\$3.50
No. 2	2.00	No. 5	4.00
No. 3	3.00	No. 6	4.50

No Artificial Decoration Can Compare with Southern Greens

LONG NEEDLE PINES
This is an especially pleasing window decoration. It is also recommended for resale. It stands banding well and will not wilt or fade. You can use these for window or store decoration and later sell them at a good profit.

	Each	Dozen	Hundred
2 feet high	\$0.10	\$1.00	\$6.00
3 feet high12½	1.25	9.00
4 feet high15	1.50	11.00
Assorted sizes, 2 to 4 feet		1.25	8.00
Extra large sizes, 5 to 6 feet, \$0.50 each.			

SOUTHERN WILD SMILAX
This is without doubt the most satisfactory decorative green known. Will last for a great length of time, dries green and looks almost as well when dry as when fresh. Leaves do not drop off easily. Very light to ship. This is the most inexpensive decoration you can buy.

Case No.	Covers Approx.	Weight	Price	Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00	4	400 sq. ft.	30 lbs.	\$3.50
2	200 sq. ft.	20 lbs.	2.00	5	500 sq. ft.	40 lbs.	4.00
3	300 sq. ft.	25 lbs.	3.00	6	600 sq. ft.	50 lbs.	4.50

CHAMAEROP PALM CROWNS
Highly effective for window or store decoration and ready sellers. When placed in a vase, it is impossible to tell the chamaerop from a living palm. These will be found most satisfactory for decorating or resale.

	Each	Dozen	Hundred		Each	Dozen	Hundred
3 feet	\$0.15	\$1.50	\$11.00	5 feet	\$0.25	\$3.00	\$20.00
4 feet20	2.25	15.00	Assorted sizes		3.00	20.00
5 feet30	3.50	25.00				

SABAL PALM LEAVES
A pleasing and popular decoration especially adapted to store interiors. Are quite inexpensive and make a novel and popular souvenir for the holidays or any special occasion. Combined with holly, this leaf makes a very satisfactory souvenir. Dozen, 25c; 100, \$2.50. Special low rates per 1,000.

HOLLY FOR CHRISTMAS
It is none too early to plan your holiday displays and to order the decorations you will need. You will find our Holly the best possible foliage you can use for your Christmas windows. It is a beautiful deep green leaf with bright red berries and carries with it the true Christmas sentiment. Beaven's holly is always selected with the greatest care.

5 lb. box	\$0.75	40 lb. box	\$0.75
15 lb. box	\$1.25	60 lb. box	\$3.00
25 lb. box	2.00		

Beaven's Endless Green Moss is an ideal covering for show window floors. Bags containing 100 sq. ft., price.....\$4.00
Cedar Roping, 25c per yard.

We Can Save You Money. By ordering from us, you can save a big proportion on the cost of your decorations or you can have much more elaborate decorations at the same cost. Send us your order early, even if you specify a deferred shipment.

Order from this page—we guarantee all these decorations to be right and satisfactory—All prices F. O. B. Evergreen, Ala.

E. A. BEAVEN CO.,

Evergreen, Ala.



Classic Design

THE DECORATORS SUPPLY COMPANY

M

ANY attractive window displays sell the merchandise offered. Why not compel the passer to stop—look and listen to your sales display?

We furnish the Display Fixtures. Send for our Catalog "W" showing many Window Displays of our different period designs.

The Decorators Supply Co.

Archer Ave. and Leo Street

Chicago, U. S. A.

Artistic Window Display FIXTURES have proven the most profitable advertising for the retail merchant.

For Your Holiday Decorations Use Our Natural Evergreens

"There is nothing that can improve on nature." Nothing will be more attractive and admired by your customers and pleasing to yourself than our nature's Decoratives used in your Holiday Decorations.



Best Equipped, Largest and Quickest Shippers in the South.

SOUTHERN WILD SMILAX

Our Southern Smilax is without a doubt the most beautiful decorative vine known. Lasts long time in decorations. Nothing more elaborate for decorating Stores, Show Windows, Halls and Churches than our beautiful Southern Smilax. Packed in five size cases. In ordering, please specify case number.

Case No. 1—Covers 600 square feet wall space..	\$4.50
Case No. 2—Covers 400 square feet wall space..	3.50
Case No. 3—Covers 300 square feet wall space..	3.00
Case No. 4—Covers 200 square feet wall space..	2.00
Case No. 5—Covers 100 square feet wall space..	1.00

MAGNOLIA FOLIAGE

Dark glassy foliage. Beautiful and attractive. Branches fine for decorating Show Windows and interior. Put up in same size cases as Wild Smilax and at same price.

LONG NEEDLE PINES

Large dark glossy needles. Very attractive. Fine for window decoration. Our Needle Pines are very hardy and will stand any amount of rough handling,

and yet retain their color and freshness. If you are also looking for something for profit, try them—good sellers for house and church decorations.

2 feet high. Per dozen....	\$1.25	Per 100.....	\$ 6.00
3 feet high. Per dozen....	1.50	Per 100.....	8.00
4 feet high. Per dozen....	1.75	Per 100.....	10.00
5 feet high. Per dozen....	3.50	Per 100.....	25.00

Chamaerop Palm Crowns, medium, per dozen... \$2.00

Large, per dozen..... 3.00

Chamaerop Palm Leaves, per 100..... 2.00

Sabal Palm Leaves, per 100..... 3.00

Southern Gray Moss. Fine for lining Windows and interior festooning, per sack of 25 pounds 3.00

Mistletoe, well berried, per bushel box..... 2.50

Per barrel 5.00

Holly. Good foliage, well berried, standard

2x2x4 foot cases 3.50

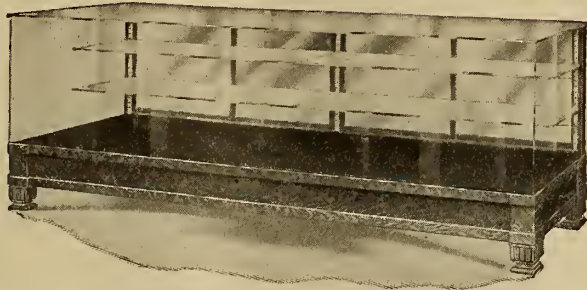
Half case 2.00

Our greens are shipped in light veneered shipping cases. Special low express rates. We ship only by

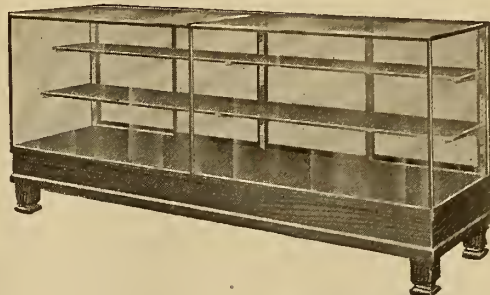
Express.

Wire or Mail Your Orders TODAY

Chattahoochee Floral Co., Hatcher Station, Ga.

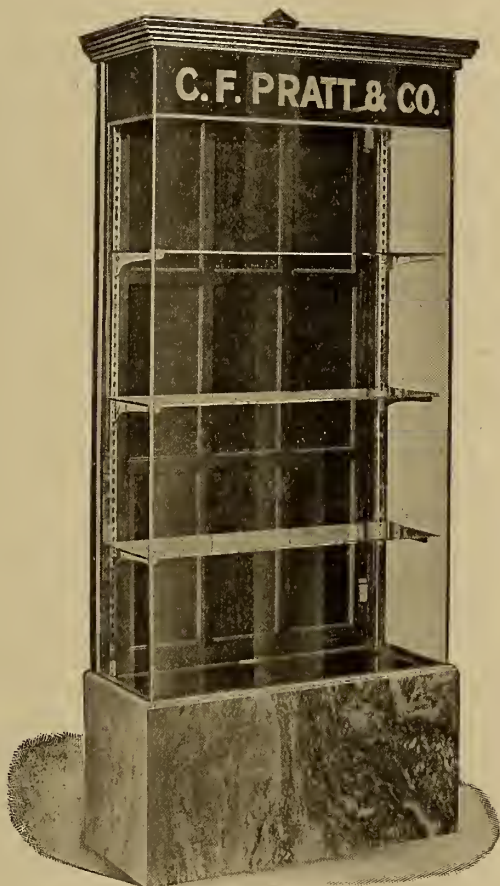


Case No. 421 is to be found in stores in every part of the country. It is of the all-glass construction, beautiful in design and workmanship, sturdy, dust-tight glass joints. Complete description is in the general catalog.



Case No. 610 might well be called the utility case because it adapts itself so well to various departments. Lengths 6 and 8 feet, 40 in. high, 24 in. wide. Ask for complete description and prices.

Silent Salesman
TRADE MARK



Outside Case No. 750. Not only is this case attractive, but it is built to withstand the weather. It is shipped completely wired for electric lights. Has copper cornice. Door at end or rear. Plate glass shelves. Be sure to ask for complete details of this sales-making case.

"What Make of Case Shall I Buy?"

That's generally the question, for long ago the necessity of modern display cases was established.

Therefore, you want to know who stands behind the case you buy, how long have they been in business, how do their cases stand among retailers, are the designs modern and practical, what sort of workmanship and material go into the case and is the price in line with the quality?

That sums it up fairly well and on such a basis we want you to make a thorough investigation of "Silent Salesman" cases. If you do not have any in your store, we believe you will be interested to know all about the line of cases that has been standard for more than thirty years.

May we send you a general catalog or specific description and price on a particular case you need?

Detroit Show Case Co.

477 Fort Street W.

DETROIT, MICHIGAN

*Also makers of the well known "Desco"
store front construction*

Rumbley's Greens for Your Holiday Decorations

These are not artificial decorations. They are nature's own inimitable products which have never been imitated successfully.

Every spray and leaf is perfect in color and shape and our improved process of preservation gives to these dainty evergreens the same beauty and charm as when growing in our southern forests.

All Rumbley evergreens are carefully selected and are guaranteed to be satisfactory in every respect. We believe they will exceed your expectations as to their decorative qualities.

Use these handsome natural greens for your Christmas windows and interior decorations.



Natural Decorative Greens

Wild Smilax. Dainty and graceful, the most popular of all Southern greens. Packed in standard cases of 50 lbs. Case\$4.50

Holly. Well berried, carefully selected, standard cases, 70 lbs. gross weight, per case.....\$3.50

Magnolia Foliage. A rich, waxy green leaf. Splendid for wreaths, etc. Packed in standard cases of 60 lbs. Case\$4.50

Needle Pines. A remarkably attractive green for decoration or resale. In assorted sizes, per dozen\$1.50

Needle Pines, assorted sizes, per 100\$8.00

Palm Crowns. Produces the same effect as a handsome living palm. A good seller. Per doz....\$2.50

Palm Leaves. Very effective and can be used many times. Per 100\$4.00

Florida Gray Moss. A novel and effective decorative material. Per 25 lb. bag\$2.50

Natural Sheet Moss. Exceptionally good for use on floors, backgrounds, etc. Per 10-lb. bag.....\$2.50

Sheet Moss, Dyed Green. A thick, richly colored moss that can be used in endless ways. Per 10-lb. bag\$4.00

Preserved Foliages

Beech Sprays. Best quality in green, brown or red. Per case of 100 sprays\$10.00

We will be pleased to send you prepaid samples upon request.

High Quality and Prompt Shipments Guaranteed

Send us your order today

All prices F. O. B. Evergreen, Ala.

The Rumbley Co., Evergreen, Ala.



No. M/G
Enamel Costume Form
Roman Period Base



No. M/F
Enamel Costume Form
Turned Wood Base



No. M/C
Full Enamel Waist Form
Roman Period Base



No. M/E
Enamel Costume Form
Solid Metal Base



No. M/D
Enamel Costume Form
Solid Brass Base

To Buyers
of Display Fixtures
Particularly to those who want
THE BEST

QUALITY DISPLAY FIXTURES

Has been our Motto for Sixty-six years. Every Fixture
is substantially built and finished by skilled workmen.

Write for New Catalogue and Prices
Representative will call on request

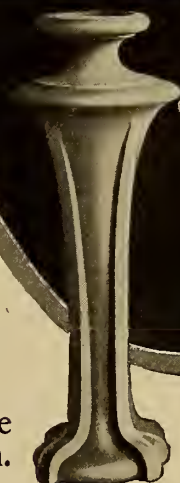
McKenna Brass & Manufacturing Co., Inc.

PITTSBURGH, PA.

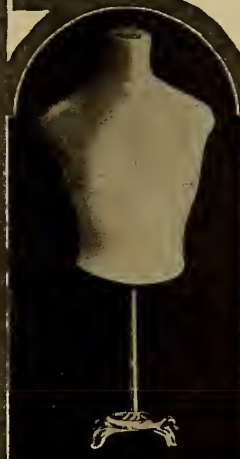
New York Representative J. B. WILLIAMS, 1142 Broadway, New York City



No. 9
A New Special
Adjustable
Revolving Rack



No. M/K
Grecian Flower Vase
Very Artistic in
Design and Finish



No. M/B
Enamel Waist Form
Solid Brass Base



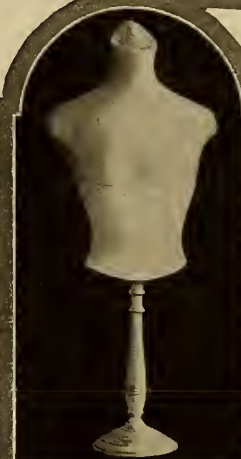
No. M/H
Wall Pocket for Flowers
Polychrome Finish



No. 1000, No. 1100, No. 1300, No. 1200
New Designs in Millinery Stands
Exclusive and Artistic



No. M/J
Roman Period
Pedestal



No. M/A
Enamel Waist Form
Turned Wood Base



EZY-BILT

*solves the
displayman's
problem*

of new and attractive ideas that liven your windows, so vitally important for "business pulling displays."

With **EZY-BILT** your possibilities are unlimited.

Attractive backgrounds, cutouts, figures, relief ornaments and hundreds of other

suggestions are easily constructed of **EZY-BILT Window Board**.

It can be used on both sides and finished in any desired effect.

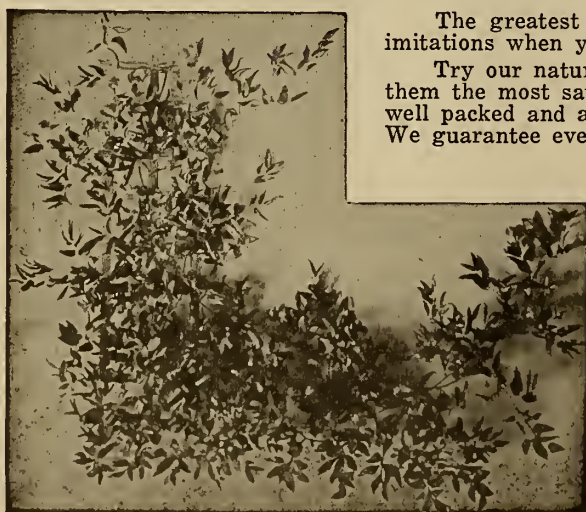
EZY-BILT will not bend, buckle, warp or sag, therefore requires no expensive carpentering for supports.

Send for Samples

THE HUNT-CRAWFORD CO.
COSHOCTON, OHIO

Natures Own Decorations

They Cannot be Imitated—Much Less Improved Upon



Southern Wild Smilax

(Magnolia foliage same price as Smilax.)

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows. No advance in prices since war started.

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

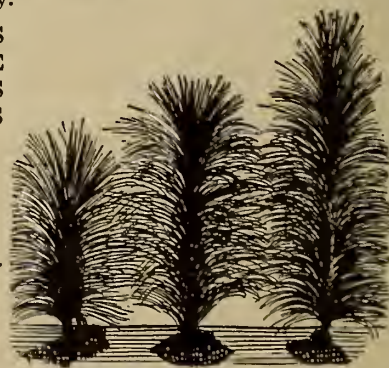
The greatest of artists can only imitate nature; so why should you use imitations when you can get nature's own unrivaled products for less money?

Try our natural Southern greens for the coming season and you will find them the most satisfactory of all decorations. They are carefully selected, well packed and are only a few hours from the trees when you receive them. We guarantee every order to be satisfactory.

**SABAL PALM LEAVES
MAGNOLIA FOLIAGE
LONG NEEDLE PINES
CHAMAEROP PALMS
HOLLY
FADELESS MOSS
SOUTHERN GRAY
MOSS**

Cedar Roping, 25c per yard.

All of these greens can be supplied in any quantities. Our quotations are F. O. B. Evergreen.



Long Needle Pines

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$ 8.00
3 feet high.....	.15	1.50	9.00
4 feet high.....	.20	2.00	11.00
Assorted sizes, 2 to 4 feet.....	...	1.50	9.00

Extra large sizes, 5 to 6 feet, \$0.50 each.

*All Orders
Shipped
Promptly*

Caldwell, The Woodsman
EVERGREEN, -:- -:- -:- ALABAMA



If you're
late with
your Xmas
exhibit —

Send today for
Background Se-
ries M—No. 500
as herewith illus-
trated.

We can make prompt shipment

The background construction embodies wallboard, lumber and muslin. The painting is done in oil in real, live coloring. It's a big business builder for your toy department and attracts grown-ups as well as children.

Size 14 ft. long, 7½ or 8 ft. high as desired. Different scenes furnished when more than one setting is ordered

SPECIAL PRICE \$75.00*

THE MODERN ART STUDIOS, 431 North Clark St., CHICAGO

Hess Holly Cards for Store Signs

Beautiful creations on cream mat board, 10x20 in for high prices of cardboard, I will not offer but one of my many designs this season. Special designs will be printed to order.

	Size, Inches	Per 100	Less Than 100	Weight per 100, Packed
Landscape	11 x 14	\$6.00	\$6.25	17 lbs.
Landscape	7 x 11	3.50	3.75	8½ lbs.
Landscape	5½ x 7	2.00	2.25	4 lbs.
Landscape	3½ x 5½	1.50	1.65	2 lbs.
Landscape	2¾ x 4	.85	.90	1¼ lbs.
Upright	7 x 11	3.50	3.75	8½ lbs.

Orders under \$3.00 should be accompanied by check. 3% ten days. Sample sheets upon request.

Hess Artist Colored Window Holly Signs

Beautiful creations on cream mat board, 10x20 inches, upright, 6 for \$3.00.

All holly cards by express or parcel post, customer paying charges.

Imported Die Cut Holly Ornaments

A great hit; First introduced in this country by myself.

They are beauties, and when pasted on a card sign, make an elaborate decoration.

Style 2040—Exquisite Holly and Gold Seals. 2½x2½ inches. Lithographed in eight colors. Heavily embossed. \$1.50 per hundred.

Style 2090—Winter scene in holly circle. 3x3 inches. \$1.50 per hundred.

Style 2091—Winter scene in holly circle. 2x2 inches. 75c per hundred.

Style 2085—Spray of holly in a rococo scroll. 3x5½ inches. \$2.50 per hundred.

Style 2095—An assortment of thirty-six of above for 50c.

Special Notice—Outside of this assortment, holly ornaments will positively not be sold otherwise than by the hundred and lots of twenty-five or multiples of twenty-five, as they are machine counted and come in sealed packs of twenty-five sheets.

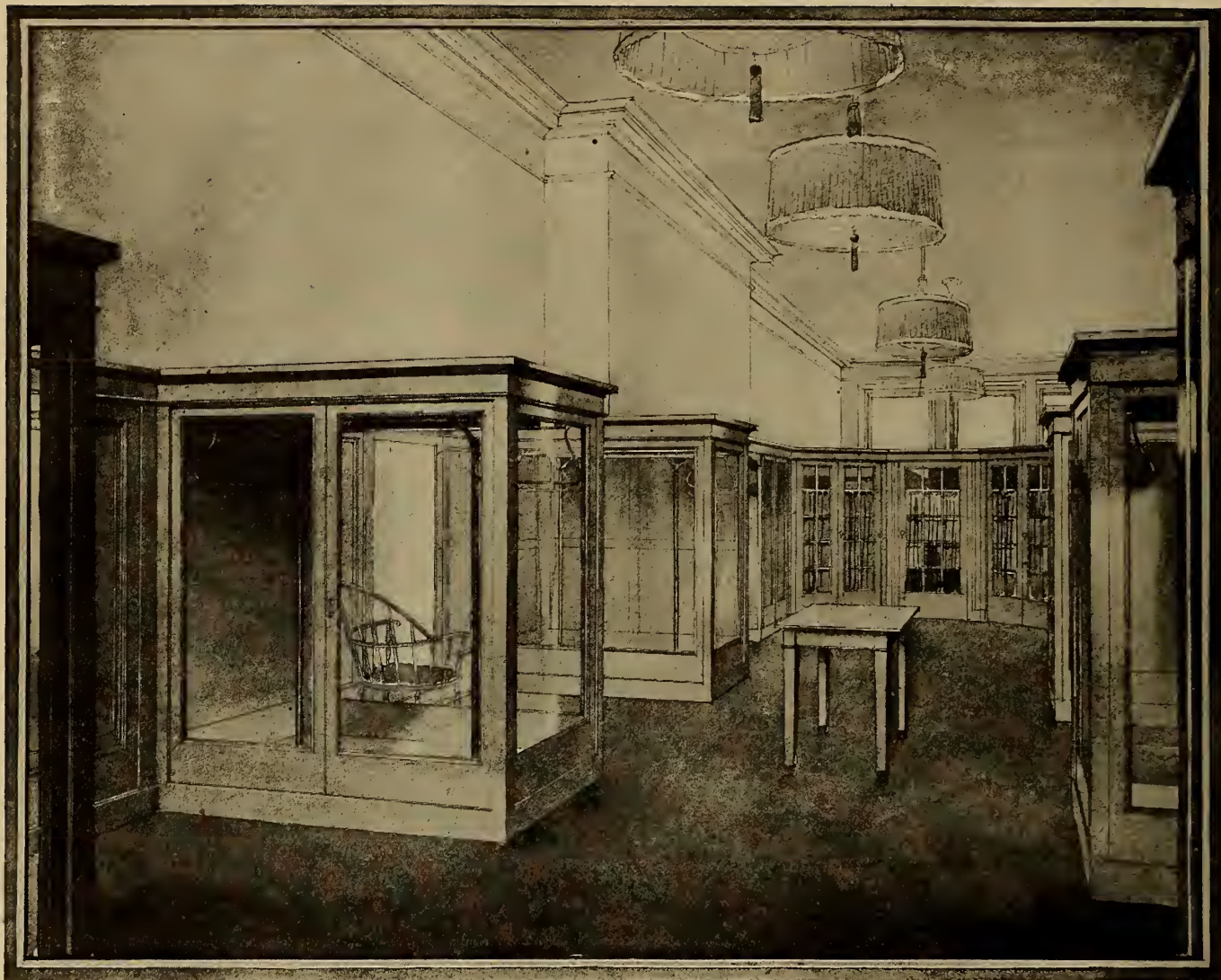
Holly Ornaments by parcel post, postage paid

HESS GOLD INK
Nothing Like it
50c Prepaid

HESS BORDER RULING GAUGES
Set of Four
\$1.00 Prepaid

G. WALLACE HESS

1524 NORTH AMERICAN BUILDING, 36 S. STATE ST., CHICAGO



Let Us Talk Specifically About Your Problems

Above is a perspective sketch of a plan prepared for a narrow but deep Ready-to-Wear Department, the management of which desired "something different," yet not sacrificing either economy, efficiency, or appearance. Our Designing Service accomplished just this purpose.

We do not undertake to adapt a single conventional, stereotyped layout to all stores. Our main aim in planning a store is utility and practicability. Our second is beauty. It costs no more to make a layout beautiful than ugly—if you know how. Beauty in architecture is a matter of perspective. The same is true of store furniture. The cornice overhanging one-half inch too far, or one-eighth too shallow, or a pilaster one-quarter of an inch out of "true" will seriously affect the appearance of the whole. "Trifles make perfection, but perfection is no trifle."

A new edition of Method in Merchandising is in press. Pending its delivery, however, we are soliciting the opportunity of demonstrating how and why we can assist you in eliminating carrying dead stock, excessive clerk hire, insufficient display, and shop worn goods to be sold at loss.

WELCH-WILMARTH COMPANIES

Grand Rapids, Michigan

Chicago
Pittsburgh

Boston

BRANCH OFFICES:
St. Louis New York

Minneapolis

Philadelphia
Salt Lake City

MERCHANTS RECORD and SHOW WINDOW

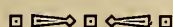
VOLUME XLVII
NUMBER 5

NOVEMBER, 1920

Single Copies
Thirty-five Cents

The Business Situation

The break in prices has started the public buying and there is every evidence that the situation will be practically back to normal by the first of the year—State street merchants anticipate lower prices and good business



BUSINESS is picking up. October sales were the best for any month of the present year along State street. Apparently, falling prices have started people to buying and it is probable that the same general conditions will prevail all over the country.

Prices in many lines have taken a decided slump and in some of the Chicago stores stocks in some lines are being offered at close to cost price to pay off bank loans and to get ready for a lower cost basis as a result of the tumble in commodities and in mill prices.

The consuming public had been holding off buying while prices were at the top notch but the genuine reduction has started brisk buying once more. It is evident that the period of reckless expenditure that prevailed for nearly two years is past and people generally are now spending their money with judgment and caution. They want good merchandise and good values. After all, the public is a pretty fair judge of values.

The merchandise man in one of the big State street stores estimates that during the past three months prices have dropped from 15 to 25 per cent on most lines of merchandise. In some lines, the reductions have been much while in others they have been less. This also applies to the smaller stores. While mill and wholesale price reductions have not yet been felt in all lines in the retail stores, there is a rather general opinion that prices will continue on their downward trend for some time to come as most mills have been able to materially reduce production costs from the fact that labor is now much more amenable to reason than it was while help was at a big premium.

The chief production cost of clothing is labor and in most factories the workers in all branches are giving better service for their pay than they did a few months ago. This has been brought about in various ways by the manufacturers and the result will be a general lowering of costs to consumers.

In speaking about the general situation, the credit man for a well known store gave his views about as follows: The general situation is essentially sound but the process of deflation has developed and brought about a highly unusual state of affairs. Many merchants bought their goods at high prices and marked them at figures which put a decided damper on buying. The goods have not moved as anticipated but the time has now come when bank obligations must be met and, as a result, merchandise must be converted into money. For this reason some merchants have priced their goods at less than actual manufacturing cost. This kind of pricing has had its effect in a measure upon manufacturers who in some instances have curtailed production until such a time as surplus stocks have been moved.

One large clothing house, when it was evident that a big price slump was at hand, got rid of its big stock at a loss and made replacements only of goods that might be sold as exceptional values. Profits were pared down and selling pressed with the result that the volume of sales was increased to such an extent that net profits increased materially because of the speedier turnover. This store is now well established on the new price basis and is going along swimmingly.

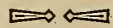
To sum the whole situation up, many stores are



A HANDSOME SETTING BY H. H. TARRASCH FOR STIX, BAER & FULLER, ST. LOUIS.

in possession of surplus stocks bought at high prices and there is a natural reluctance to take a loss on this merchandise. On the other hand, the buying public is also reluctant about paying the prices asked. Until these stocks are got rid of one way or another price conditions will continue uncertain. After these stocks have been sold and replaced with goods at the lower scale of prices, business will get back to normal very quickly. Supply and demand will once more regulate values.

That the present state of affairs will bring hardships in some quarters is only natural, but there is a general feeling of optimism. It is believed that by the first of the year general conditions will again be upon a normal and entirely satisfactory basis.



Selling Underwear

AN eastern house interested in the selling of underwear has been doing some practical investigating with the view of determining the various influences that enter into the selling of this class of merchandise. A number of investigators, stationed at strategic points in New York, questioned some 2,000 men as to the chief factors which influenced their purchases of underwear.

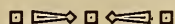
Of those questioned, 42 per cent were influenced by window display, 20 per cent by newspaper advertising, 21 per cent by salesmen and 17 per cent by recommendations of friends. While the accuracy of such an investigation must be discounted to some extent, the fact stands out that the show window is the best salesman. Had a test been made on other merchandise such as shirts, neckwear or hats, for example, it would have been found that the selling efficiency of the window is much above 42 per cent as these lines are shown in the window much more frequently than underwear.

The one fact to which this investigation seems to point is that underwear probably is not given as much window representation as it deserves. The reason for this is that the selling of underwear is too much taken for granted. It is very generally assumed by the dealers that the customer who wants underwear will ask for it and that is true in a measure. However, as with anything else, suggestion can be made a powerful selling factor and underwear is too important a line to be slighted in the displays. If not shown in the windows it should be played up with prominence inside the store in lighted show cases or otherwise.



The Display of Lord & Taylor

*Mr. Weisgerber's artistic window settings are attracting much favorable notice. Careful attention to details and composition are evident in all the displays by this store—
The fine art of displaying just enough*



IF THERE were any doubt that window display deserves a place among the fine arts, it would only be necessary for one to consider the windows of Lord & Taylor on Fifth avenue, New York. The displays made by Louis Weisgerber for this store are masterpieces of applied art. Although commercial in their purpose, they approach perfection in composition and general effect.

These windows have been attracting wide attention of late, not only from merchants and display men, but from specialists in interior decoration, theatrical producers and artists in general. One of the great national fashion journals has chosen these displays as representative of the highest expression of merchandise display. Such an effect have these windows produced that Mr. Weisgerber is constantly being consulted by artists and experts in various branches of decoration and design. David

Belasco, perhaps the most skilled of modern theatrical producers, has conferred with Mr. Weisgerber at various times as to stage settings for forthcoming plays.

This evident appreciation must be gratifying, not only to Mr. Weisgerber and his employer, but to every display man who takes his calling seriously and is working to bring his art to a wider recognition of its true value.

Rich simplicity is the keynote of Lord & Taylor displays. Each setting is a complete composition in which every part is related to every other part. There is no detail that "just happens" to be in any of these windows. Everything that appears is there because it helps the effect. For this reason the windows never have the appearance of being fussy or overdone.

In this connection it may be said that one of



ONE OF MR. WEISGERBER'S HANDSOME FALL SETTINGS.



THIS IS TYPICAL OF THE BEAUTIFUL DISPLAYS OF LORD & TAYLOR.

the greatest difficulties in window display is knowing when to stop—what to leave out. There is a fatal tendency to keep on adding just a little more. This applies to decoration as well as to merchandise. Any amateur can fill a window with merchandise but it takes a genius to know when he has displayed just enough. Many a display has been spoiled by just one figure or garment too many. Many a decoration has been ruined by just one curleycue too many.

Mr. Weisgerber attributes much importance to composition and plans his windows in much the same manner as an artist would lay out his canvas for a painting. In most of his displays there is a distinct focal point around which the rest of the setting is arranged. This focal point may be at one end of the window or it may be in the middle but the latter is unusual. Wherever the point of interest may be placed, everything else in the window is arranged to add emphasis to that point.

Appropriateness of accessories is another notable feature in Lord & Taylor's windows. Each decorative detail must harmonize with every other detail. This applies to furniture, floor coverings, draperies and everything else that is used in the window. Mr. Weisgerber is a thorough student of the various period styles and these are never allowed to clash. If more than one style is used in a window they are such as will harmonize with each other and with the merchandise with which they are used.

It is Mr. Weisgerber's belief that to do really good work, the display man must be thoroughly conscientious in his work. He must refuse to do anything less than his best. No detail is too small to be of importance for the effect of the setting as a whole depends upon the many little things that are



A SMALL WINDOW BY MR. WEISGERBER.

part of it. One of the commonest faults of modern window display is due to carelessness as to details and this is a fault that is easiest of correction. A display man of ordinary ability who is conscientious and watches his details carefully will do more effective work in the long run than the talented man who is careless.

The Lord & Taylor windows are unique in their construction, so far as the writer knows. There are two floors to each window and these are operated on an elevator which lowers them to the basement where the trimming is done. When a display has

served its purpose it is lowered to the basement and rolled out of the way—a new display is rolled onto the elevator and raised into place. By this arrangement no time is wasted in taking out the old display and putting in the new one. It is an exceedingly good plan for a store that can afford the basement room.

The windows of Mr. Weisgerber shown here are typical of his work. These were part of the fall exposition displays all of which were handled in the same general style. These windows are well worth a careful study.



THREE OF A NOTABLE SERIES OF DISPLAYS BY HENRY SHERROD FOR STEWART DRY GOODS CO., LOUISVILLE, KY.

A Wonderful Christmas Tree

PROBABLY the most remarkable Christmas tree ever seen was the gorgeous creation designed last Christmas by Edgar M. McCartney for the holiday celebration of Armour & Company, Chicago. This spectacular tree was so stupendous in its proportions that it is difficult to get an accurate conception of it from our illustrations.

parative size of these tractors will give some idea as to the immensity of the tree. Sixty-two electricians were required to do the electrical work under Mr. McCartney's direction.

This enormous tree when illuminated presented a magnificent spectacle and it was all the more interesting because all of the elaborate decorations were in perfect proportion. The candles were 6 feet



THOUSANDS OF DOLLARS WERE SPENT UPON THE DECORATIONS OF THIS TREE.

It was more than 100 feet high and was made up of 35,000 fir trees gathered in the northern woods for this purpose. The frame work was built of lumber as may be seen in the small picture in which only part of the fir trees had been put in place. In the foreground of this picture may be seen the tractors used in hauling up the trees. The com-

high and the "tinsel" festoons and many kinds of pendants were in the same mammoth dimensions. At the pinnacle of the giant tree was a revolving mirror ball 9 feet in diameter. Concealed spotlights were focused upon this brilliant sphere producing a truly wonderful effect. The decorations were in gold, silver and endless brilliant colors

which produced a bewilderingly beautiful effect when the lights were turned on.

The stage of the pavilion in which this tree was constructed was given a special treatment by Mr. McCartney for this occasion. This may be seen distinctly in the larger illustration. To make the background, 42,000 yards of material were used. In the lower left hand corner may be seen a gigantic "bouquet." This was 9 feet in diameter. The front was made to swing open on hinges like doors. Two ropes of flowers were pulled by little girls to open the doors and from the interior a little miss dressed as a fairy stepped out.

The occasion of this remarkable decoration was an entertainment given by Armour & Company for the children of the thousands of employes of this firm. Approximately \$35,000 was spent on the entertainment including the tree, electricians, music, lights, etc. This is quite a bit of money but Armour & Company were well satisfied with the results. Mrs. J. Ogden Armour presided at the entertainment at which the tree was the chief attraction.

The two pictures give a very fair idea of Mr. McCartney's tree in course of construction and when it was completed. While it is not likely that the display man will be called upon to build a tree as large as this one, the same general idea may be used in the construction of a tree of any desired size. The frame is first built and wired; then the fir trees are attached and the ornaments put in place.

Mr. McCartney planned out this whole scheme of decoration in advance and made sketches showing exactly how the whole scheme was to be carried out. This involved more details than are entailed in the planning of an ordinary building. When all of the

plans were in readiness, a small army of decorators, carpenters, electricians and miscellaneous artisans were put to work and the huge task of assembling and decorating the tree and building its attractive setting was accomplished in short order.

This is one of the few occasions on which a displayman is given *carte blanche* to design and com-



THE BIG TREE IN COURSE OF CONSTRUCTION.

plete a "job" entirely according to his own ideas and without considering the cost. It is a source of real satisfaction to any displayman to accomplish an undertaking on so large a scale so worthily as in this case.



DRAPE BY O. E. WHEETE, TULSA, OKLAHOMA.



BY ALFRED HOAG FOR C. H. SMITH SONS CO., OIL CITY, PA.

Collaring the Collar Business

A clever advertising and display scheme used by the Parker-Bridget Co., of Washington, D. C. to exploit the service given by this store—Show window dressed to represent the collar department and a page newspaper ad used to call attention to it

WHEN a man buys a seventy-five dollar suit of clothes, no matter how much service the store gives him, it is taken for granted. A man earns service when he spends seventy-five dollars all in a bunch.

But the real test of a store's service comes when the man buys something for twenty-five cents. It's a lot easier to make an impression on a customer by giving him service with a twenty-five cent purchase than with a seventy-five dollar one. For reasons already assigned.

The Parker-Bridget Co. of Washington, D. C., therefore, has always taken as much pains in selling a man a collar as a suit of clothes. For the effectiveness of the seventy-five dollar suit might easily be spoiled by an unbecoming collar.

Feeling that they had developed the thoroughness of service to a point when they could boast about it, they used their largest window for a display of collars to show the thoroughness of merchandising in this direction. And on the same day, they had a full page advertisement in the papers, to show their carefully studied service in collars. Collar service was used as an example of service in all other departments.

THE WASHINGTON POST, SUNDAY, OCTOBER 11, 1920

Collars and Personalities

"Your wife, eh? Sit the mill on the head. You would look dignified in your bathing suit. Lots of men are fortunate enough to have that quality, and still they trust their chins up with high, stiff collars that do nothing but make them look and feel uncomfortable. Some men need height in their collars. But you do not. High collars make one's face seem longer and thinner. You really need a collar to make your face seem shorter. Without your noticing it, I've given you a size 14. Lots of men wear collars too large, and have their friends asking if they haven't lost weight recently. These fellows think a large collar is more comfortable, whereas the reverse is often the case.

"A large collar wears your neck. And as for mag collars—why as funny as you think this is, you didn't even notice that the collar I gave you was smaller! For general wear, a low, soft collar is admirable for your type at any season. For more formal wear, as business or in society, the low, stiff collar you tried on is the thing. Besides, it's the style now. And style does count. For dress, of course, you want to observe the conventions of a high collar. Even then, we can fit you in a collar that isn't too high, but that suits the occasion because of its becoming style. Have you any, thank you, sir. Now, if you still have a few minutes to spare, you may wish me show this fast fancy how much blinner you, at least, will appear when he wears a collar half an inch higher and quarter of a size larger.

"Oh, selling collars is more than a matter of salesmanship; it's a matter of psychology. I believe the highbrow books call it."

John Henry mildly stared at the "fat party" while friend with change to his elbow and respectfully looked at the man behind the counter as he moved off.

Did you ask if this happened at the Nationally Known Store? Well, not just last many words, if you know what we mean. This is a composite story of what is going on at our collar counters all the time. That is why men, if they have in with a few blocks out of their way to buy their collars here. But they seldom have to walk out of their way—we're on the Avenue.

Parker-Bridget Co.
 14th Street, New York City
 Telephone: 1-1000
 1920. 1-1000

Young man, I want a size 14 high collar. The higher the better. That thing you're wearing reminds me of high heels and face powder. What I want is a man's collar."

In the face of the matter of the man's request, the man behind the counter critically examined the caller. In fact, he used up some few minutes in performing the examination. (We forgot to say that the examination was merely optical—if you know what we mean.)

Then the collar man coolly walked toward a case of unstarved collars.

"Nothing doing! I want you before you open that case. I haven't worn a soft collar since reaching the age of discretion, and I propose to retain authority in that direction until I pass into dotage. Then I trust friend wife here, will protect me against those wishywash things boys wrap around their necks as though they had sore throats!

"If you don't mind, sir, I was merely going to try an experiment. Here is the collar you have been wearing and want now (taking one from a box). But just to satisfy my interest, would you mind stepping into one of those fitting rooms around the corner, and putting one of these collars on? It is made of pique with a linen backing. These removable orbled liners keep it erect and prevent its looking like a Red Cross bandage. It's our privately made 'Cervy Chae' collar.

"Yes, sir; I don't blame you for getting sore. I would, too, if some fresh salesman asked to try experiments on me. But I forgot to mention that you aren't expected to pay for this collar. This is merely to satisfy us."

The man, who knew what he didn't want, smiled as though he would rather not smile at all, looked questioningly at his wife, who smiled good-naturedly, and he went for the dressing booth. In five minutes he rather dubiously came out. Friend wife stared and purred.

"John Henry, don't you dare take that collar off! Why you have never looked so human! That collar takes years off your face! Of course, it doesn't hurt your dignity. Why, John Henry, you look dignified in your bathing suit!"

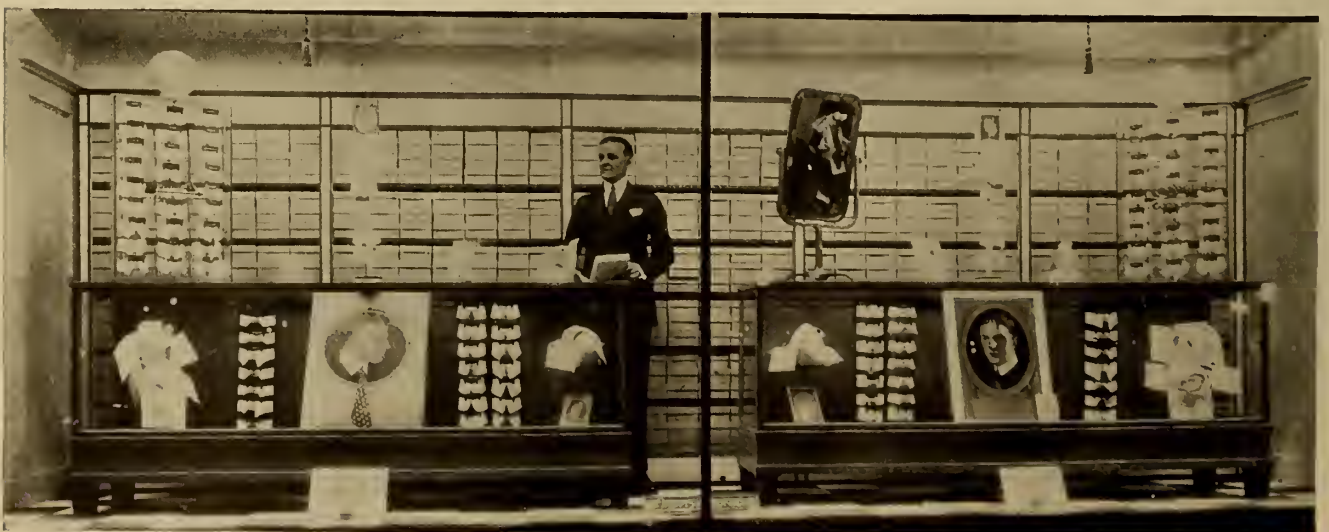
John Henry's latest protest was feeble and died on his lips as he looked into the glass.

"I hate to admit it young fellow, but I don't look so bad in this new-fangled contraptions, after all, do I? And look how low the thing is! Why, I tell you, I have never worn anything other than a high, stiff collar! Say, let me try on one of these low, stiff collars they're wearing; will you? I'll pay for it. I'll take a dozen, if they look good on me. And a dozen of these."

He would have taken a dozen of about anything, if an interested salesman and a prudent wife hadn't interfered. But he was too nervous to take time to walk to the dressing booth again. He was anxious to see just how much he was going to discover through a casual stop for a collar. So he put on a low, stiff collar at the counter. "Get people will think," he mused, "that I'm either a temperamental Congressman, or an otherwise greasy, trying on clothes in public, like this."

"There you are," said the collar man, "all you want now is a narrower scarf, and you'll look 1921."

"Young fellow," said John Henry, when the salesman was wrapping the recommended number of low soft and stiff collars, "how do you do it?"



DISPLAY BY LOUIS F. COHEN TO ADVERTISE THE COLLAR DEPARTMENT.



AN EGYPTIAN SETTING BY JOHN A. ROSENBERG FOR MACWILLIAMS, WILKES-BARRE, PA.

The advertisement was planned and prepared by David Lampe, advertising manager of the company, and the window conceived and executed by Louis F. Cohen, display manager for Parker-Bridget Co.

The advertisement, which, by the way, is copyrighted, we reproduce here in miniature. It occupied a whole newspaper page and the clever manner in which the copy was written easily justified this large space. This is an ad with a real idea back of it. It is the sort of ad that makes a genuine impression because of its simple common sense and because of the original manner in which the subject is handled. Most men consider a collar as a rather unimportant item of dress to be selected for its comfort rather than its appearance.

Mr. Lampe points out the real importance of the collar and tells most convincingly why different faces require different collars. Anyone reading this ad is impressed, not only with careful way in which the Parker-Bridget Co. sells collars, but is also led to believe quite naturally that this store will use

the same care and judgment in selling anything else the customer may require. In other words, the reader is given the impression that this store gives its customers intelligent and disinterested service. That is what most men are looking for.

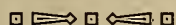
The window, which we show here, is also handled with unusual cleverness. It was arranged to represent a modern collar department. Two show cases were placed in the foreground and back of them was shelving filled with boxes. A salesman was placed in a natural pose. On the cases were small all-glass collar cases showing the styles carried in different lines. Inside the large cases were shown other styles also posters for different brands. The entire display was carried out with the utmost naturalness and was not "overdone," in any respect. The floor was in black and white tile effect and the shelving was also done in black and white.

The idea expressed in this display and the advertisement might be applied to various lines of merchandise with equally good results.



Notes from New York

New York Displaymen again organize with Jack Cronin as president—Andrew Hopkins at Gimbel Brothers takes on new duties—Gimbel's has an interesting toy exhibit—Frankenthal back on the job after an illness—New fixtures for Macy's—Toyland at Lord & Taylor's—Other notes of interest about displaymen



By F. F. Purdy

THE display men of New York are organized again, as a separate organization and yet as a branch of the I. A. D. M., known as the New York Metropolitan Display Men's Club, the word "Metropolitan" being introduced to admit members of the trade from a radius of fifty miles around New York. The membership comprises a good and growing roster, officered by the following: President, John J. Cronin, of L. Bamberger & Co., Newark; vice-president, L. E. Weisgerber, of Lord & Taylor; secretary, R. E. Jones, of Gimbel Brothers; treasurer, Charles Vosburgh, of R. H. Macy & Co.; executive committee, George Rooney, of Abraham

& Straus; Andrew Hopkins, of Gimbel Brothers; and William Tishman, of Hahne & Co., Newark; the heads of committees are Messrs. McArdle of Orkins; Munn, of Franklin Simon & Co.; and Wehner, of Brill Brothers, chairman respectively of the membership, publicity and program committees. The membership consists of display managers and their assistants. There is no disposition whatever to confine it to the former, but on the contrary, the idea is to operate the organization on the most democratic plane practicable. The officers aim to have functions which shall be not only social, but informing and useful as well, with occasional



By W. OLIVER JOHNSON OF EDMONTON, ALBERTA, FIRST PRIZE IN I. A. D. M. CLASS 13 LIMIT.



THIRD PRIZE WINNER IN I. A. D. M. CLASS 29 OPEN BY E. K. LUMMUS, MONTREAL, CANADA.

speakers like department store heads and other officials who will speak of merchandising in a broad way, including display and its place in the scheme. At this writing Mr. Fraser, display manager for Marshall Field & Co., Chicago, is expected on in the near future, and the officers hope to be able to arrange at the time for a luncheon meeting, when they will be able to hear from Mr. Fraser and exchange some ideas regarding New York and Chicago methods of putting the merchandise before the public. The present fees are \$2 for initiation and \$2 for dues for the remainder of 1920—\$3 for dues for 1921. Men to be eligible for membership must have been in the business at least three years.

Mr. Hopkins' Duties Expanded

Andrew Hopkins, display manager for Gimbel Brothers, is now one of general manager Duggan's assistants, in charge of window trimming and the mechanical force. This is now the broad scope of Mr. Hopkins' duties, which have been gradually expanding for some time, and now painters, carpenters, electricians, etc., come under this designation. It is easy to see that during the preliminary work to getting ready the early holiday season displays, the fact that the display manager has all the mechanical elements in charge, under broad powers, makes for effectiveness, speed and facility in getting results. It simply proves again that where a display manager has the ability and the opportunity,

it is in the interest of the store for him to supervise the entire mechanical work of the place as well. Every merchant, or buyer or department head worth talking about is looking for the next step forward. What is the next step forward for the display manager. Obviously the leadership of the forces that maintain the store and keep it in shape. During the past four months, by the way, Mr. Hopkins has been working on a campaign for a renovation of the big Gimbel building, with a regiment of painters, carpenters and mechanics. The work had been postponed on account of the war. Six of the principal floors have now been completely repainted and refurnished, with all necessary construction improvements completed.

Headquarters de Luxe

Mr. Beyer, at McCreery's, has the headquarters de luxe of all the display managers hereabouts. We mentioned two or three months ago that a change was coming. Now the removal of the display men's headquarters to a new location is so imminent, with preparations so near completed, we are able to give a description of them. Forgotten, here, is the fact that in some stores the display man is shoved away in some obscure and inconvenient nook, with no up-to-date facilities whatever. Just visualize this: Approach the McCreery display offices from the west. You enter an outer office where visiting salesmen with display auxiliaries to



ONE OF A SERIES OF FUR DISPLAYS BY G. KRAUSE FOR HERZFELD'S, KANSAS CITY, MO.

sell are received and their wares examined under favorable circumstances. Go further and you come to the office where the assistants are located when not out on the warpath, each having a convenient, uniform work-table. Further on is the private office of Display Manager Beyer, where he can quietly and under favorable conditions evolve his ambitious plans for display. On further is the large area from which many conveniences radiate. First there is the form room. Then there are four specially designed closets for housing the flowers and velvet covered fixtures. Next is an excellently arranged "dummy window," wired and electrically lighted, where all the important window displays will be set up before they are formally placed in position. This "dummy window" is 8 feet wide, 20 feet long. On another side of the large area mentioned is a closet for velvet curtains and backgrounds, 15 feet long, 4 feet deep and 12 feet high, with space for 8 rods over which the curtains will be hung when not in use. These various closets are metal lined and dustproof. Out in the center of this area are three double row metal and wire fixture cabinets, extending to the ceiling. The entire arrangement as outlined is ideal and illustrate better than anything we have ever seen the increased importance the element of display is taking in the minds of the merchandisers who are operating our department stores.

An Interesting Toy Exhibit

Mr. Hopkins, at Gimbel's, had his toy exhibit in and finally thrown open to the public on November 6, on the fourth floor. The fact most strongly emphasized on the mind of the visitor is that to a striking degree the arrangements made for special displays were not only successful in the way of novelty, but worked unusually toward the end of selling the goods. This is a combination not sought for sufficiently in many cases. Take, for instance, the special wide booth Mr. Hopkins has arranged for showing trains and boats. The background shows a lighthouse and coast scene, working toward a landscape with trees, hills, valleys, tunnels, etc., but the preparations right here are complete for selling under the most favorable circumstances. The big floor is called "Starland." The ceiling is decorated in stars, all in metallic glitter, which also surround the big columns. The lamps were designed to harmonize, also being stenciled with stars. Arms out from the columns contain, on every other column of the main aisle, two lifelike monkeys each of which has a large spinning ball. The elevator fronts harmonize with the ceiling and lamp decoration, with blinking stars and moons. There are short pillars in prominent places, each surmounted by a comedy horse, with wobbling head and tail, which give constant move-

ment that children appreciate, as these comedy Sir Bartons and Man-o-Wars gallop along from the top of the columns. Many other features comprise a notable toy show admirably combining display and commercial features.

Dean Frankenthal is back at his post after a week or ten days illness at home. He says it may have been a case of too strenuous a vacation. He is now attending to the routine of his department, draping up his forms, etc., one of the latest being a little bit of a nursery miss toggled out in her jumpers, with borders of a nursery pattern of bright hues. A recent collection of handsome drapes shown in the Altman front were some snappy suits with borders and panel effects, with decorations of soutache braid embroidery, silver and gold beads. Mr. Frankenthal has agreed to decorate a couple of the finest exhibits at the big silk exposition that will be held at the Grand Central Palace next February.

New Fixtures for Macy's

Mr. Vosburg, at Macy's, is reputed to have in work one of the finest lines of show window display fixtures ever turned out, which are of his personal design. There is "nothing doing" in the way of revelation of their characteristics until they appear in the windows, except that the fixtures are hand-hammered and of fine appearance outside of the utility inherent in them. At this writing Mr. Vosburg is busy on his Christmas showing, and the toy windows will be in about the middle of November. The entire fifth floor will be given over to toys, with a special and strong series of displays. The fifth

floor is "Fairyland," and four windows on Thirty-fourth street interpret the scene above to the public. The main floor will abound in striking suggestions leading to the thought of toys and the gifts for the big holiday.

Among the visitors in town last month were Harry Pettit, display manager for J. W. Robinson & Co., of Los Angeles, Cal., who left for home October 20 via Philadelphia, Pittsburgh, Chicago and Denver, here and en route keeping his eyes on novelties and practical methods of window display which will no doubt ultimately make their appearance in Los Angeles. Mr. Pettit was formerly with Frederick & Nelson, Seattle, and has occupied his present post only since October 1. Other visitors were Mr. Bowman, display manager for Woodward & Lothrop, Washington, D. C.; F. Kettel, for Lamson Brothers Co., Toledo, O.; and Mr. Schiff, of Schiff & Holly, furnishings, Plattsburg, N. Y., who was interested in display matters.

Toyland at Lord & Taylor's

Mr. Weisgerber, display manager for Lord & Taylor, returned the latter part of last month from a trip of a week or ten days to Chicago and his old home town of Pittsburgh, where he had charge of the windows of Boggs & Buhl, his assistant, William C. Nettum, taking charge at Lord & Taylor's in his absence. The new background treatment has been in place in the windows for a short time—valances and curtains of royal blue velour, with silver braid banding. These valances are of a depth of 36 inches and furnish and decorate the win-



AN OPENING DISPLAY BY FRED D. G. WAHRENBURG FOR RORODE DRY GOODS CO., FORT WAYNE, INDIANA.



SHIRT DISPLAY BY GEORGE B. SCOTT FOR THE METROPOLITAN, DAYTON, OHIO.

dows richly. The big seventh floor is being put in shape as "Toyland," which will be ready about the middle of November. The decorations of "Toyland" are drawn from fairy tales, "Mother Goose," "Cinderella," "Mother Hubbard," etc., which will be along the walls. Little square houses in bright colors will lighten and sparkle the scene with interest. The infants' department on the fourth floor has been enlarged and elaborated, and more window space is being devoted to it. At the time of enlargement the whole Fifth avenue front was devoted to infants' wear and accessories. Perhaps the finest children's barber shop in the country occupies a large corner in this department. The new men's shop taking up the entire tenth floor is now in commission. Two express elevators are assigned wholly to this service, inasmuch as all men's wear is concentrated here—clothing, shoes, furnishings, hats, etc.

Brooklyn Stores

Mr. Waldron is back in his old form at Loeser's in Brooklyn, and a recent showing of satin drapes was a prime illustration of this. Speaking of the series of years that Loeser's and Abraham & Straus ran neck and neck in putting up some of the finest displays in New York, he remarked that while he rejoiced that his health and zeal were at a point

that enabled a strict maintenance of old standards in his fine windows, he was equally pleased to note that over in Manhattan the department store management and display managers were putting over far better displays than for many years, with far more time and money evidently being devoted to setting forth the merchandise in the windows. He noted that the two Pittsburgers were doing excellent work and making a fine contribution, while the young wizard of Thirty-fourth street was putting in some notably good windows.

Mr. Rooney, at Abraham & Straus', has been necessarily confining himself, on Fulton street, to the half a front which was recently put in new and in which he has been able to install some sumptuous displays. At this writing the workmen are busy getting the other half ready, and it is hoped that it will be in shape for use by the time the pre-holiday displays are to be put in. The new A. & S. series of windows are among the finest in the entire Metropolitan district and when the whole front is in it will be one of the real features of Brooklyn.

New Windows at Namm's

Matters are progressing rapidly at Namm's. Mr. DeVausney has a new assistant in the person of Stephen Garvey, former assistant of Thorkild Larson, display manager for J. D. Wilson & Co.,



OPENING DISPLAY BY M. H. LUBER FOR THE KILLIAN CO., CEDAR RAPIDS, IOWA.

successor to Price & Rosenbaum, and who was in charge there during the recent three-months' tour of Europe of Mr. Larson. Mr. Larson's windows are in high repute among the fraternity, and Mr. DeVausney is to be congratulated in adding a young man who can hold down Larson's job in his absence. The great Namm addition is nearing completion, enough so to permit of the opening of the new glove department therein, which is a large and distinctive section that should add materially to the tone of the store, as the glove department always done when properly and successfully featured. Mr. DeVausney hopes to get into the entire new addition by the middle or latter part of November. He will have fifteen new windows, including a large corner window at Livingston street and Elm Place,

and he will add two or three new assistants to enable him to cope with this expanded work. The last of October Namm's held a notable Hallowe'en sale. The entire front was used to demonstrate the Hallowe'en and Thanksgiving spirit. Some of the force went out into the country with a big truck and brought back a load of cornstalks, pumpkins, etc., which were placed all round the store to further carry out the idea. The salesgirl's were all toggged out in aprons and caps a la dairymaid and farm girl, while the men were clad in costume of simple cut remindful of the farmer. The toy floor was opened up formally in November, little mannikins being used to illustrate the fairy tales so popular around holiday time. Silver leaves were the main decorations and most of the Christmas decorations centered around the toys.



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

Published on the Fifth of Every Month by

The Merchants Record Company

J. F. Nickerson, President and Manager.

Edw. H. Fox, Vice Pres. and Adv. Mgr.

T. A. Bird, Mgr. Service Dept.

5707 West Lake Street - - - Chicago, Illinois
City Office, Room 511, No. 163 West Washington St.

Telephones, Austin 1303 - 1304

EASTERN OFFICE: Suite 5001 Woolworth Building, New York City
Telephone 7363 Barclay

OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

****In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.**

****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

** Copyrighted by the Merchants Record Company*

November, 1920

Getting After Business

THE transition back to pre-war conditions will require many months but every merchant appreciates that a big change is taking place and that the seller's market of the past two years is rapidly becoming a buyer's market once more. This applies to the retail store as well as to the manufacturer or wholesaler. The time is again at hand when business must be hustled for—we are getting back to normal.

Money has been the cheapest thing in America for the past eighteen months but there is every indication that the dollar is gradually getting back to its real value again. This means that spending will be done with more conservatism in 1921 than has been the case in 1920.

For the overcautious merchant the more or less general tightening up of the business situation will

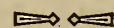
be a signal for cutting down selling expenses to the lowest possible figure. He will cut down his advertising and trim his display appropriation. Store improvements will be shelved for the time being and business will proceed under closely reefed sails.

The aggressive merchandiser, on the other hand, will follow a nearly opposite course. He will get after business as aggressively as possible. Advertising will be handled more intensively and more money and ingenuity will be spent upon displays than when business was to be had without an effort. This is only sensible business procedure—the harder business is to get, the harder it must be gone after.

Now is the time to turn on more selling steam in every store. Instead of cutting down advertising, it should be kept up to the highest standard of efficiency. Show window displays should be planned to exert their strongest possible appeal. Both in the ads and the windows the keynote should be "real values."

What has been said about advertising and display applies with equal force to fixtures and all kinds of store equipment. Fixtures and equipment for the show window and store are designed to assist in showing merchandise more attractively—to help in making sales, and, for this reason, the greatest need for them is when there is need of stimulating business.

While business has fallen off to some extent and will, without question, suffer a further drop, the general situation is satisfactory. We are experiencing a period of readjustment that was inevitable. The merchant who meets changed conditions with good advertising and good displays need have no misgivings as to the future. Don't weaken or cheapen your selling efficiency just at the time it is needed the most—get after business aggressively and it will come to you.

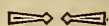


Reflections

POSSIBLY the greatest single difficulty connected with show window displays lies in the reflections encountered in so many windows. Most other faults can be overcome but reflections are a real problem. Scarcely a week passes that several letters are received by the editor asking how reflections can be overcome—and the editor in many instances has to reply that he does not know for there is no general rule that can be applied in all cases.

The cause of window reflection is usually due to too dark a background or merchandise in dark tones which give the glass the effect of a mirror. To overcome this condition the only remedy is to get more light inside the window. This can sometimes be done by lighting the background and floor and not showing too much dark merchandise. Another remedy is to light the interior of the win-

now enough to overcome the mirror effect. This is sometimes done by having an auxiliary switch with which a few lamps may be turned on at certain hours of the day when reflections are most annoying. Some stores have extra ornamental lamps set in the ceiling to diffuse a soft illumination over the entire window. In some cases excellent results have been had from this method.



J. W. Foley Resigns

MR. J. W. FOLEY, Chief of the Editorial Staff of **MERCHANTS RECORD AND SHOW WINDOW** for more than four years, resigned his position to enter another field of endeavor and has accepted the presidency of The Craftsman Shops, Milwaukee, Wis., a recently organized concern engaged in art decorating and in the designing and manufacture of exclusive store window furnishings.

After an extended newspaper experience in several cities of the East, Mr. Foley came from Boston, Mass., to Chicago in September, 1916, and as Editor of **MERCHANTS RECORD AND SHOW WINDOW** conscientiously



JAMES W. FOLEY.

tiously carried out the policies of the publication in giving to the merchants and display men the best that the country produced in new or improved ideas for displaying and selling merchandise, including store front construction and arrangement and equipment of stores.

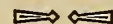
For three years he has been Chairman of the Publicity Committee of the International Association of Displaymen and was successful in securing wide publicity for that organization. He has always taken a prominent part in its conventions and assisted in formulating convention plans. Mr. Foley was always ready to assist any member of the display profession, and in this connection he has to his credit the placing of many men in good positions through the Merchants Record and Display Window Service Department, and has been instrumental in advancing the art of window and interior display. He has made many friends among the display men throughout the United States who will be interested in his future success.

Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington, Ill.
W. C. Grams, Denver, Colorado
F. B. Waldo, Boston, Mass.
I. H. Roy, Quebec, Canada
William H. Richardson, Sidney, Australia
Homer H. Seay, Charleston, W. Va.
John L. Stark, Portland, Ore.
A. W. Brown, Ottumwa, Ia.
Henry Sherrod, Louisville, Ky.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.



Our Service Department

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Metal Display Fixtures....
Outside Show Cases.....	Wax Figures.....
Show Cases	Papier Mache Forms
Clothing Cabinets.....	Electric Signs.....
Elevators	Store Lighting.....
Store Seating.....	Window Lighting.....
Lace Racks.....	Show Case Lighting.....
Rug Racks	Color Matching Lamps....
Curtain Racks.....	Papier Mache Decorations.
Backgrounds, Ornamental.	Artificial Flowers.....
Backgrounds, Hardwood..	Card Writer's Supplies....
Cash Carriers	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Store Ladders.....
Delivery Trucks	Air Brushes.....
Metal Furniture.....	Wax Figure Repairs.....
Shelving	Floors for Show Windows.
Wood Display Fixtures...	

Write in names of subjects not listed.....
.....
.....
We expect to build (.....) Remodel (.....)
Date

Name

Address

.....

Dimensions of Store.....

Cut out and mail to Service Department, Merchants Record Co., 5707 W. Lake St., Chicago.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

NO MATTER which party wins on November second, friend cardwriter, as usual will get the worst of it.

With the business depression now being felt in retail lines, merchandise and advertising managers will demand more signs to help move goods and this means more work for one whom everyone seems to think ought to be thankful to get a days work at four p. m. to be ready at eight-thirty a. m. the next morning. Everyone now is waiting until the last minute to buy. This will reach into Christmas business. Personally, I do not favor the idea of beginning the use of Christmas cards until Thanksgiving, but they should be around then in generous proportions.

We can rest assured that the paper and coal pirates will be the last to come down. Everyone

is satisfied to see the other fellow come down and don't want to come down himself.

At the present time it seems idle to advise any person to buy cardboard sparingly, yet prudence suggests it. The present price is a holdup, nothing more.

Here are a few cards showing contrasts in lettering. Cards number one and two done in the same style. Same height of letters—half-inch l. c., five-quarters for caps. Number one with three pen, number two with number two pen.

Try this ratio out yourself. Card number one is a "flowery" little letter very good for feminine dainties or a high-class men's wear store. It would be out of place on lawn-mowers, overalls or husking gloves. These are the old favorite centered cards.

*Venetian
Silk Scarfs
\$1³⁵*

1

*Women's
Fine Boots
in a great
sale at
9⁷⁵*

2

*You'll find
cotton fabrics
selling at far
lower prices
here*

*Judge by the
little price tickets*

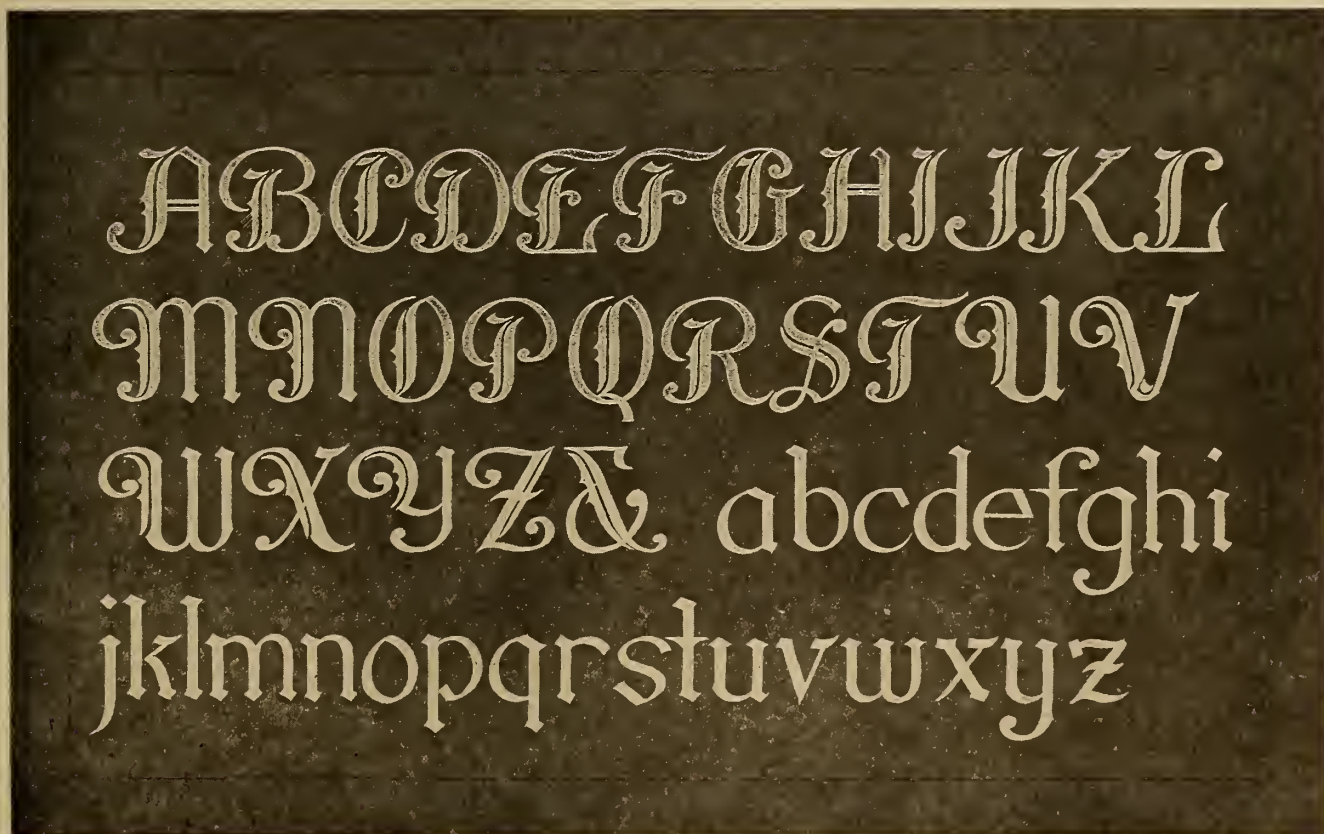
3

<p>36-inch Tussah Silks <i>Values to 2⁰⁰</i> 67¢</p> <p>4</p>	<p><i>All-wool</i> Slipover Sweaters <i>Values to 6⁵⁰</i> \$2⁸⁹</p> <p>5</p>	<p>Still lower goes the price on men's shirts = these sold at four dollars \$2⁸⁵</p> <p>6</p>
--	--	--

When one has done much pen lettering, he knows to a small fraction of an inch the space required by different size pens.

If centering seems hard—and it is hard for a novice, stick to a layout like number three, keeping left margin aligned, but letting lines break in uneven lengths. The second and third lines, if longer, would improve appearance of this card.

Writers on lettering have often claimed it faulty to place lettering in upper left portion of a card like this. (These cards are all ten by fifteen.) I hold (and many skilled cardwriters use such a layout) that if one draws a rectangular panel about six-and-one-half by eight-and-one-half inches on a card of this size, top of panel two-and-one-quarter inches from top of card, side of panel one-and-one-



THIS IS A GOOD ORNAMENTAL ALPHABET BY G. WALLACE HESS.

fourth inches from side of card, and keeps small lettering within the confines of this imaginary panel that it is a good layout.

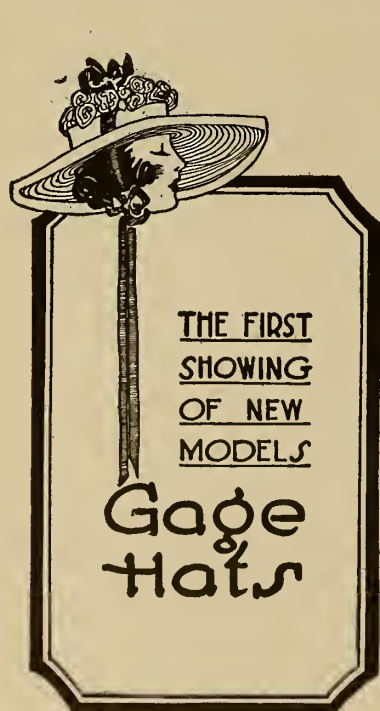
Cards five and six again show contrasts in two sizes of the same type. The words "slipover sweaters" are made with a number two pen, seven-eighths being the height of lower case letters. Pen lettering to my notion looks better when compact, and a space between words equal to the height of the lower case "a" as used in lettering the card.

When it is advisable to get a longer line to help out appearance as in "slipover," the novice must remember that nearly every beginner, unless he's read some good book by some one competent to write a book, starts out with the plan "I'll leave one-half inch between letters." Now what he should say is "I'll allow each letter one-fourth inch on each side of it." But if we stop to study the letters "li" "i" and the first stroke of "p" we find three perpendicular lines and each letter is given its full allowance of space with the result one-half inch is found between the down strokes. Going to the right side of "p" and taking up the remaining letters o—v—e and r in succession the student notices what? That "p" and "o" are curving away from an imaginary center, giving more light, hence their allowance is each cut down about one-half and we find about one-fourth inch between them. Going to the combination of "o" and "v", we find a still more aggravated condition for the "v" slopes away and has so much space allowed by the natural formation of the letter, that we do not even give "o" its regular one-quarter allowance of space, but

do not give "v" any at all. This holds good between "v" and "e" also, but a little allowance is made because last stroke of "v" is curving away from "e" while the first stroke "digs" into "o." Between "e" and "r", we allow "r" its full quota of a quarter and "e" on account of its curved outline and the wide opening on the right side gets hardly any allowance whatever. To the person who is interested enough to go beyond the example in discussion, it is only necessary to say that where a letter is made up of straight lines and curves like the roman, the contour of the letter in conjunction with that of the letter before and after it determines the space allowance.

This applies to caps too. For example if you were to letter the word "Lip" on same basis as above, the letter "i" would be allowed its full quarter but the space allowed "L" would depend largely on whether the base line stroke was finished with a slanting stroke at end as in an antique or classic roman or whether this stroke was finished with a perpendicular line as in common roman. In either case on account of the vast space at right caused by its own shape, the proportion of its space allowance is cut around one-half.

To those who want to study lettering I want to say that the finest collection of hand-drawn lettering that ever came to my notice is in the October issue of "Vogue." If there's a copy in your home or store preserve the pages referred to. More good can be gotten out of a close study of the work of men whom national advertisers elect to letter their advertisements.



SHOW WINDOW ADVERTISING



Pulls Business Into the Store

Merchants recognize more than ever
the importance of Window Displays

Retail merchants are waking up to the fact that their show windows are their best advertising mediums; and they are demanding specially trained men to take charge of their window displays. They know that special preparation and training mean efficiency, and efficiency means greater results at less cost. They know that the best work is done by those who understand the theory and the reason for what they are doing, therefore they prefer the trained man.

To save time, to avoid errors, to eliminate waste, and get results, is the slogan of modern business. The man who attempts to learn by experience alone is adopting antiquated methods at the cost of time and disappointing results. Through modern methods, retail merchandising is rapidly leaving the experimental stage. Putting trained men at the head of important positions in the store is accomplishing this most desired result.

How to Put in Business Pulling Displays

The man who prepares himself, through practical instruction and training, to do important work is the efficient man. He learns the best, easiest and quickest way to get results. He learns to take short cuts which save time. He accomplishes greater results because his work is based on knowledge instead of guesswork.

To write forceful, business-building, advertising, to display merchandise attractively in the windows and the store, and to write show cards that create desire to purchase, require something more than mere guesswork.

Attend the Koester School Now

The Koester School is the largest and best equipped school of its kind in the world teaching Retail Advertising, Window Dressing and Show Card Writing. The Koester School has been teaching these important branches of publicity successfully for fifteen years. The Koester system of displaying merchandise has been universally adopted. Merchants prefer and often demand men trained in the Koester way.

THE KOESTER SCHOOL

WITH WHICH IS CONSOLIDATED THE ECONOMIST TRAINING SCHOOL OF N. Y.

314 S. Franklin Street

CHICAGO

Largest and oldest school of its kind. Located in the Window Display Center of the world.

International Association

— of —

Display Men

First Vice-President

EDW. K. LUMMUS, Holidg's
Boston, Mass.

Second Vice President

KARL M. AMDAHL, The Palace,
Spokane, Wash.

Third Vice President

G. R. MACGREGOR, Hudson Bay
Co., Winnipeg, Canada.

Treasurer

L. A. ROGERS, John D. Mabley,
Detroit, Mich.

President—CHARLES F. WENDEL, The J. L. Hudson Co.,
Detroit, Michigan.
Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids,
Michigan.

*An Educational
and Business Organization*

Executive Committee

RICHARD MYERS, The Emporium,
St. Paul, Minn., Chairman.

Program Committee

B. F. MILLWARD, Mannheimer
Bros., St. Paul, Minn., Chair-
man.

Publicity Committee

JAMES W. FOLEY, Chairman,
5707 W. Lake St., Chicago, Ill.

Speakers Bureau

C. J. POTTER, 231 W. 39th St.,
New York, N. Y., Chairman.

Membership Committee

CARL GOETTMAN, Joseph Horn
Co., Pittsburgh, Pa., Chairman.

Watch St. Paul, 1921—Let's Go

ALREADY, the display men of St. Paul, ably assisted by those of Minneapolis, are busy with preparations for the big I. A. D. M. Convention next July. Chairman Ben J. Millward of the Program Committee, has appointed committees and sub-committees and everyone is doing his part to make this convention an unqualified success in every particular. The Minneapolis club entertained the St.

an interesting address outlining the great work that is to be done and his remarks were responded to with an enthusiasm which promises well for the prospects of the convention. It is very evident that all of the display men of the two cities are working in perfect harmony.

Mr. Millward announces an important movement that has been set on foot and which will add vastly to the importance and far-reaching effects of the approaching convention. He appeared before a joint meeting of the wholesalers and jobbers of the two cities, also the Minnesota Retail Dry Goods association and invited them to attend the convention of the I. A. D. M. as a body. Chairman Millward suggested that the jobbers plan to hold a "Market Week" or "Buyers' Week" concurrently with the displaymen's meeting, and this suggestion met with such unanimous endorsement that there is every prospect of the plan being carried out in a big way.

It was suggested that the displaymen's program be arranged with the view of providing special numbers of interest to the visiting merchants and it is practically an assured fact that this idea will be carried out. The attendance by merchants of the annual meetings of the I. A. D. M. has been increasing from year to year and there can be no doubt that Mr. Millward's plan will add a healthy and lasting impetus to this movement. Unquestionably it will be to the material benefit of the display man to have the merchant attend his meetings to learn the big work the window man is doing and to see and appreciate the enthusiasm and serious thought that lies behind the displayman's work. It has been estimated that 2,000 or more retail merchants can be influenced to attend the meeting.

The Auditorium in which the meeting is to be held is sufficiently large to accommodate the big crowd that will be present and there is ample display space for the manufacturers' exhibits. The advantage to manufacturers of having a big body of merchants in attendance at the convention goes

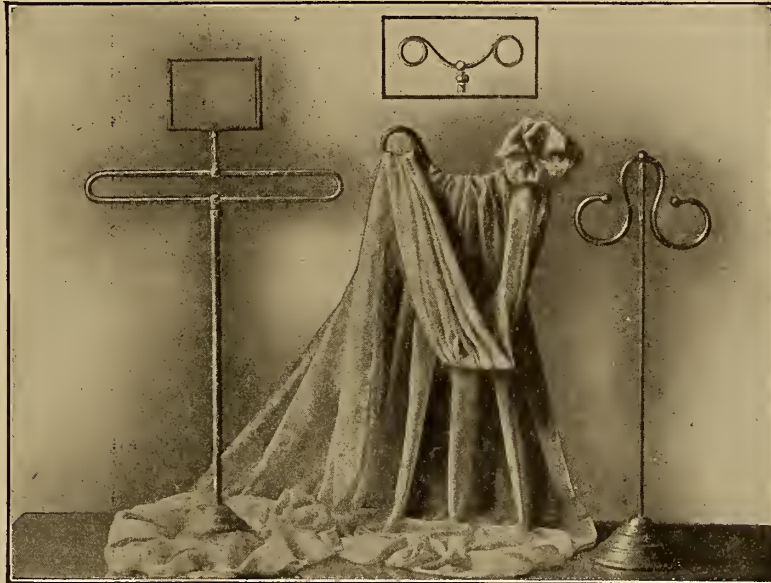


B. J. MILLWARD, CHAIRMAN PROGRAM COMMITTEE.

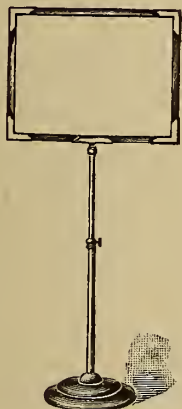
Paul boys at a luncheon at which time plans were discussed and duties assigned to the various members. Later the St. Paul displaymen gave a luncheon for the Minneapolis crowd and various details were outlined and discussed with the greatest enthusiasm. H. E. Bartlett opened the meeting after which he yielded the chair to Ben. Millward, who presided over what proved to be a most business-like and important meeting. Chas. Thieme made

IMPORTANT DISPLAY STANDS

To Complete Your January White Goods Sales



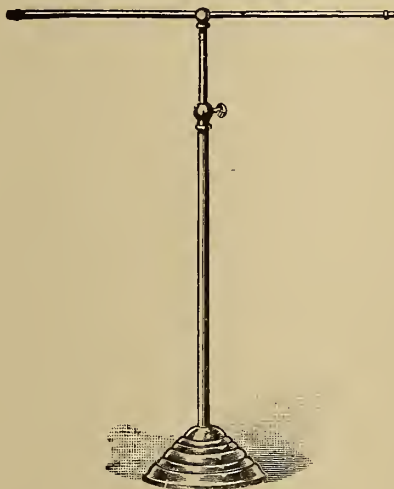
219 D/A 219 D/C 219 D
Extension Standards Permitting Any Height of Drape.



No. 489

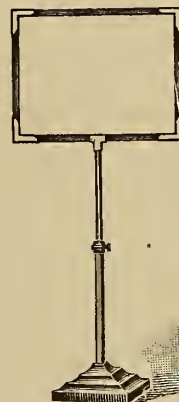
Round
Tubing

Standard $\frac{1}{2} \times \frac{3}{8}$.
In two heights, 12
and 18 ins., ex-
tends to 24 and 36
ins. Frame, 11x14
ins.



No. 219
Square or Round
Tubing

Height 18, 24
and 30 inches. Ex-
tension standard.



No. 489

Square
Tubing

Standard $\frac{1}{2} \times \frac{3}{8}$.
In two heights, 12
and 18 ins., ex-
tends to 24 and 36
ins. Frame, 11x14
ins.

J. R. PALMENBERG'S SONS Inc.

63-65 West 36th Street New York

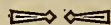
BOSTON
26 Kington St.

CHICAGO
204 W. Jackson Blvd.

BALTIMORE
108 W. Baltimore St.

without saying. The convention committee as made up by Chairman Millward are representative of both cities, there being at least one Minneapolis man on each committee. The committees are as follows:

Booths	Directors	Registration
Howard Bartlett	B. J. Millward	Mr. Anderson
J. Jansen	Howard Bartlett	Mr. Flynn
E. Ciernia	R. B. Meyers	Mr. Hammer
Mr. Fritch	Office, Clerical	Mr. Thomas
Banquet	Admission Arrangements	Signs
R. B. Meyers	Mr. Monroe	Mr. Tyornhorn
C. Ciernia	Mr. Bartlett	Mr. Ullum
Mr. Anderson	Mr. Wellner	Mr. Trueler
Mr. Curtis	Mr. Andersen	Mr. Kochler
Decorations	Publicity	State Arrangements
Mr. Kochler	Mr. Bartlett	R. B. Meyers
Mr. Kneeland	Mr. Monroe	Mr. Kochler
Mr. Metcalf	R. B. Meyers	Mr. Boehme
Mr. Bachner	Mr. Dean	Mr. Thieme
Entertainment	Program	Transportation
R. B. Meyers	Mr. Bartlett	Mr. Ciernia
Mr. Kneeland	Mr. Anderson	Mr. Umbriet
Mr. Ciernia	Mr. Monroe	Mr. Clements
Mr. Goodsill	Mr. Hinks	Mr. Hinks
Hotels	Printing	
Mr. Wellner	R. B. Meyers	
Mr. Cavanaugh	Mr. Monroe	
Mr. Metcalf	Mr. Ciernia	
Mr. Albrechtson	Mr. VaPava	



Terre Haute, Ind. Local

THE window display men of Terre Haute, Ind., have recently organized a local which is to be affiliated with the I. A. D. M. There are a number of very live display men in this city and it is the intention to hold regular meetings and to bring speakers and demonstrators from other cities during the coming winter.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Merchants Record and Show Window, published monthly at Chicago, Illinois, for October 1, 1920. State of Illinois, County of Cook, ss. Before me, a notary public in and for the state and county aforesaid, personally appeared Edward H. Fox, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Merchants Record and Show Window, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to-wit: 1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, The Merchants Record Company, Chicago, Ill.; editor, James W. Foley, Chicago, Ill.; managing editor, J. F. Nickerson, Chicago, Ill.; business manager, Edward H. Fox, Chicago, Ill. 2. That the owners are: Merchants Record Company, Chicago, Ill.; Jos. F. Nickerson, Chicago, Ill.; H. R. Curtis, Oak Park, Ill.; George H. Lamberton, Chicago, Ill.; Charles A. Ward, Chicago, Ill.; H. C. Maley, Chicago, Ill. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) There are no bond holders, mortgagees, or security holders. 4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him. (Signed) Edw. H. Fox.

Sworn to and subscribed before me this 20th day of September, 1920, Samuel E. Childs. (My commission expires Nov. 4, 1920.)

[Seal]

Free Employment Service

THE following lists are published with a view of offering a new *Employment Service* to merchants and display men, who are requested to avail themselves of the benefits of this service which is to be maintained by MERCHANTS RECORD AND SHOW WINDOW in collaboration with the *International Association of Display Men*.

DISPLAY MEN DESIRING CHANGE OF POSITION

—Open for position, thoroughly experienced display man and card writer, with three years' experience as assistant and four years as manager in the largest department and men's wear stores in Michigan, including Detroit. Can refer to all previous employers regarding character, ability and business integrity. Stores of the very best class only considered. Prefer men's wear in vicinity of Grand Rapids or Detroit. Member of I. A. D. M., 24 years of age, and now employed. Address D-301, care of MERCHANTS RECORD AND SHOW WINDOW.

—Display man desires to make a change. Experienced in the following lines: Drug, Men's Clothing, and Ladies' Ready to Wear. The best of references can be supplied. Address D-302, care of MERCHANTS RECORD AND SHOW WINDOW.

—Open for position at once. Display Manager and Card Writer with 18 years' experience in Department Store work would like to locate in Central Pennsylvania. Can furnish the best of references. Salary \$60.00. Address D-303, care of MERCHANTS RECORD AND SHOW WINDOW.

—Married man, 26 years of age, of wide department store experience, proved ability, and best of references, desires change of position. At present in charge of 125-ft. arcade front. Store doing one million annually. Originality, executive ability, knowledge of merchandise and willingness to work hard, are qualifications which references and samples of work will verify. Address D-305, care of MERCHANTS RECORD AND SHOW WINDOW.

—Competent display man desires to connect with a high-class Women's Wear or Department Store catering to the better class of trade, as Display Manager. Address D-304, care of MERCHANTS RECORD AND SHOW WINDOW.

POSITIONS OPEN

—Women's specialty store is in need of a good live wire to handle advertising, card writing and window trimming. Modern arcade front, and the right man will be given every opportunity to work out his own ideas. Will pay up to \$50 per week. Address E-400, care of MERCHANTS RECORD AND SHOW WINDOW.

—Wanted at once—Window trimmer and card writer. Prefer a young man just graduated from one of the schools, but one who has a fair knowledge of his work. Fixtures and equipment newest and most up-to-date. Address E-401, care of MERCHANTS RECORD AND SHOW WINDOW.

—Indiana concern is in need of a real good Window Trimmer. Permanent position, and a good salary to man capable of taking care of the windows. Address E-402, care of MERCHANTS RECORD AND SHOW WINDOW.

—We are in need of young men who are seeking positions as window trimmers and card writers. We are operating a chain of fifteen stores and opening new ones constantly. Whenever we start a young man to work in this department we put him through a course of training in our own school of advertising, card writing and window trimming, giving him practical experience in the work that we want done. If interested, address E-403, care of MERCHANTS RECORD AND SHOW WINDOW.

WINDOW DECORATIONS are bought to accomplish a definite purpose—to create an impression. Good decorations create a good impression—cheap decorations create a cheap impression.

If you sell good merchandise, it is poor business to use any but the best decorations—the kind that will create the best possible impression.

Our decorations will add tone and desirability to the costliest merchandise. They have an illusive distinction that makes them different from the kind of decorations generally seen in show windows.

Their originality and beauty of design, their subtlety of coloring and pleasing grace of line have never been successfully imitated. May we have our salesman show you the difference between our decorations and others.

The Natural Plant Preservers Co.

233 Fifth Avenue :- :- New York

Northwest Corner of Fifth Avenue and 27th Street



Put Real Selling Efficiency In Your Show Windows

¶ It is not the cost of decorations that count in the selling force of your windows—it is the kind of decorations you use that makes the difference.

¶ We are specialists in window settings that actually sell merchandise.

¶ We have been designing and building this kind of decorations for years and they cost you no more than you have been paying for ordinary displays.

¶ Write us about your next decorations. We believe we can save you money and make your windows sell more.

Write us today for our catalog

THE BODINE-SPANJER COMPANY

Designers and Manufacturers of Decorative Backgrounds for Show Windows

Phone Diversey 2585

1160 CHATHAM COURT

CHICAGO

Movements of Display Men

L O. SWADNER, late of the Traxler Dry Goods Co., Dayton, Ohio, has succeeded Walter Hall as display manager of the Mathes-Sohngen Co., Hamilton, Ohio.

W C. GRAMS of the Denver Dry Goods Co. was in Chicago to inspect the State street fall windows and incidentally to visit the various flower and fixture houses.

M AX SAFIR, formerly with the John Shillito Co., Cincinnati, Ohio, as display manager, has resigned to accept a similar position with the Smith-Kasson Co., of the same city.

C B. MCGILL has succeeded Max Safir as display manager for the John Shillito Co. of Cincinnati, Ohio. Mr. McGill will continue to give this store the same high-class displays for which it has been well known in the past.

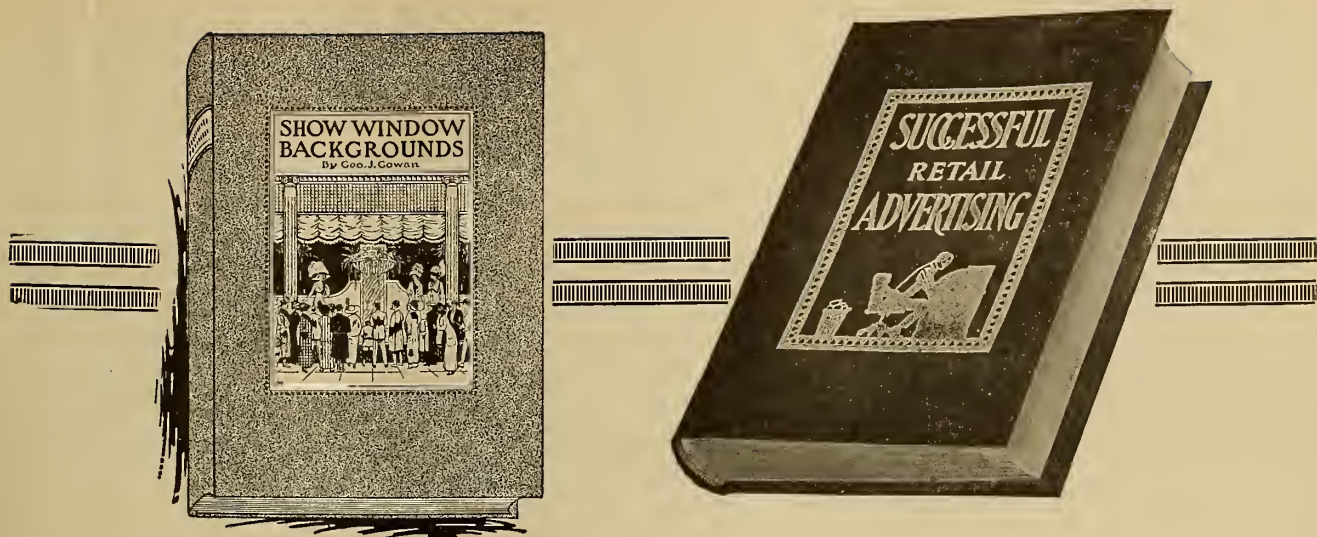
W A. MONTGOMERY, display manager for W. T. Duker Co., Quincy, Ill., has left that position to accept a similar one with Pfeiffer Brothers, Little Rock, Ark. Mr. Montgomery is a member of the Gem City local of the I. A. D. M.

B C. BALZER, for many years in charge of the windows of Burk & Co. of Nashville, Tenn., has taken charge of the windows of Bachrach Bros., Decatur, Ill. Mr. Balzer formerly worked in Peoria, Ill., about eleven years ago, and is glad to be back in that locality.

H E. BARTLETT of the Golden Rule, St. Paul, Minn., was in Chicago selecting some holiday decorations and boosting for the I. A. D. M. convention next July. Mr. Bartlett says that elaborate preparations are being made by the display men of the Twin Cities with the view of making this the best meeting ever held by the association. Watch St. Paul, 1921—Let's go!

J A. HYBARGER of Mobile, Ala., writes that he is handling a free lance window service in that city and now has charge of displays for five stores—L. H. Mayer & Sons, Metzger Bros., Burnstein's, Troy and Askin & Marine Co. He says that he could easily get as many more stores, but would be unable to handle the additional work satisfactorily. Mr. Hybarger says that he likes free lance work and that it is altogether satisfactory so far as the financial end is concerned, but there is certainly a lot of work connected with it.

H OMER H. SEAY, formerly display manager for the Walker Dry Goods Co., Charleston, W. Va., has resigned from that position to open a studio in Charleston. He will handle display work, advertising and show cards for various firms and starts out with a sufficient number of accounts to make the venture a highly profitable one. Mr. Seay is well known to readers of *MERCHANTS RECORD AND SHOW WINDOW*, as his interesting contributions have appeared frequently in this journal.



THESE 2 BOOKS ARE NOW READY TO SHIP

The entire stock of the above books was destroyed by fire early in the year and it is possible now to announce newly printed editions of two books, namely "*Show Window Backgrounds*" and "*Successful Retail Advertising*." The book entitled "*The Koester School Book of Draping*" will be ready for distribution shortly.

Show Window Backgrounds

By **GEORGE J. COWAN**

President of the Koester School of Window Trimming,
and Editor of "Window Trimming Monthly"
of the Reporter.

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations.

Price \$2.50

Successful Retail Advertising

This large book (one of the largest Advertising books published) of nearly 500 pages is devoted exclusively to the subject of Retail Advertising. Other books are of little value to merchants because they treat on general advertising, having to do with Advertising Agencies, National Advertising for Manufacturer and Jobbers, etc. What you want is a book designed for your use—and this is what we give you.

Price \$3.00

Books are sent postage prepaid. Remittance must accompany all orders.

FOR SALE BY

THE MERCHANTS RECORD CO.

5707 West Lake St., CHICAGO



A WINDOW THAT DREW BIG CROWDS, BY MILTON HARTMAN FOR BRAGER'S, BALTIMORE.

A Notable Display

THE pictures of the windows of the Brager store in Baltimore are two of a series that illustrated a notable "stunt" in show window advertising. These are part of an elaborate and strikingly effective display scheme devised and carried out by Milton Hartman, display manager for Brager's in connection with a demonstration and sale of Neponset floor coverings.

The window shows a big display of this floor covering and in the middle was an attraction which served most effectually to stop every passer-by. This was a sort of waterfall made by arranging successive laps of Neponset one over the other in the manner of shingles. Over this ran a continual stream of water which fell into a large glass aquarium that was placed upon the floor in the foreground. Fish of various sorts were swimming about in this tank.

The display itself was intended to show the many patterns carried in stock by this store. The wide pat-

terns were placed in an orderly arrangement along the background and ends of the window. Narrower pieces were shown in front. This was one of several windows dressed in the same general way and the effect was sufficiently striking to command the notice of every one who passed the store. A feature of these displays was the life size cut-out figures made of Neponset. These were cleverly designed by Mr. Hartman and used in the windows, the store and even out on the sidewalk during the time the demonstration was going on. They caught the eye wherever one turned.

On the sidewalk outside the store, this brand of floor covering was laid to show its wearing qualities. This was on all fronts of the store and at intervals were painted big signs—"This Is Neponset—Watch It Wear—Special Demonstration at Brager's." The cut-out men called special attention to the covering which remained on the sidewalk for thirty days.



NOTE THE CUT OUTS MADE FROM LINOLEUM—THEY WERE USED EVERYWHERE.

"I Never Knew What a Good Brush Was Until I Used *Perfect Stroke* —"

writes EARL D. FAULKNER, of the Goodman & Neill Men's Clothing Co., Greeley, Colo. If you have never used "PERFECT STROKE" Brushes and Supplies you don't know the REAL JOY of card writing. Evenly balanced, scientifically made, they never shed a hair and eliminate entirely the re-touching process.



Orders Are Coming in Fast for Xmas Cards for Window and Interior Displays

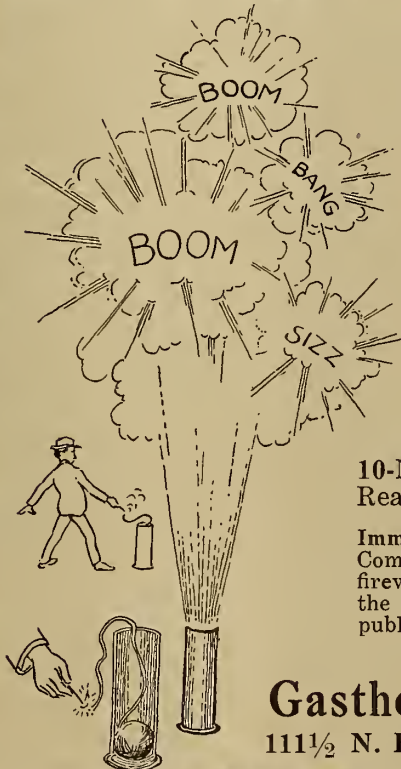
—Which only emphasizes what we have said before: **QUANTITY ORDERS SHOULD BE PLACED NOW.** Make sure of getting the right design and ample quantity for your store. Our new designs are handsome and blend with any decorative trim.

Write Today for "PERFECT STROKE" Catalog and special illustrated circular of lithographed Xmas Card.

Bert L. Daily

126-130 E. THIRD STREET
ENTIRE FOURTH FLOOR
DAYTON, OHIO

If You Want a Big Noise, We Have It!



For Campaign Celebrations, Armistice Day, Etc., Etc.

9-Inch Salutes. Fired from mortars 500 to 1,000 feet in air. Packed 1 doz. to box, with mortar. Per doz. \$12.00
Two or more dozens packed in box, with mortar. Per doz. \$10.00

Ground String Batteries, 8 feet, with ten loud and one extra loud report shell on each string. Doz. strings. \$9.00

If you want a real noise, here it is.

10-Minute, 24-Inch Torches for parades. Ready for shipment, at, per gross. ..\$30.00

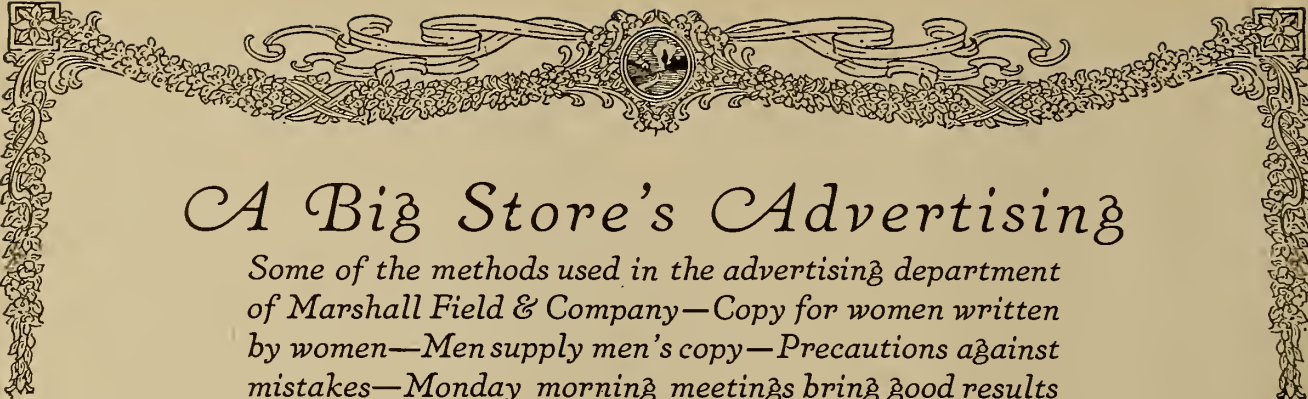
Immediate shipment can be made on above goods. Committees remember us for any special line of fireworks for displays and celebrations. We have the best and most complete line ever offered the public. Write us at once.



Gasthoff's Fireworks Display Co.

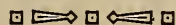
1111½ N. HAZEL ST.

DANVILLE, ILLINOIS



A Big Store's Advertising

Some of the methods used in the advertising department of Marshall Field & Company—Copy for women written by women—Men supply men's copy—Precautions against mistakes—Monday morning meetings bring good results



MARSHALL FIELD & COMPANY is an exceptional establishment among retail advertisers. In its system of publicity, as well as in its merchandising methods, this great store operates along definite lines that have been developed within its own capable organization. And there can be no doubt that the advertising of Marshall Field & Company has been a tremendous influence in the wonderful growth of the store during the past decade. For this reason every retailer will be deeply interested in the operations of the publicity department of this store as explained by G. R. Schaefer the advertising manager. Mr. Schaefer spoke recently before the Engineering Advertisers' Association on "The Organization and Management of an Advertising Department" and during his talk explained many of the methods that are used by Marshall Field & Company. As to the retail advertising Mr. Schaefer said:

Our market is Chicago and suburbs. We aim at the retail purchaser, and do not advertise for retail business outside of the Chicago district. Our charge accounts are used as a mailing list, which is composed of 125,000 names. The only people outside of Chicago whose business is solicited by mail are those who have opened accounts or who have asked to be sent our literature. Our principal promotion methods are the newspaper and direct advertising.

There is an office manager for the advertising department at the retail store. For advertising the main sections, including the drygoods and women's garment lines, we have a young woman in charge. We believe a woman can get a better appeal to women buyers than a man could. She has two assistants.

One man handles the advertising for the house furnishings division, including furniture, rugs and decorations.

Another man is exclusively in charge of advertising the store for men. This is entirely separate from the rest of the store, and the office of this member of the advertising organization is in the

men's store. He prepares the copy there, and gets the point of view of the merchandise man in charge of the men's store. Advertising orders, of course, as for all other departments, are placed in the main office through our regular purchasing agent for the advertising division.

We have two men who look after advertising for the basement store. It is handled as a separate store. The business of the basement store is built on manufacturers' mistakes, and the merchandise is composed of job lots and other special assortments. There is nothing high-brow about this kind of advertising. It is a bargain proposition.

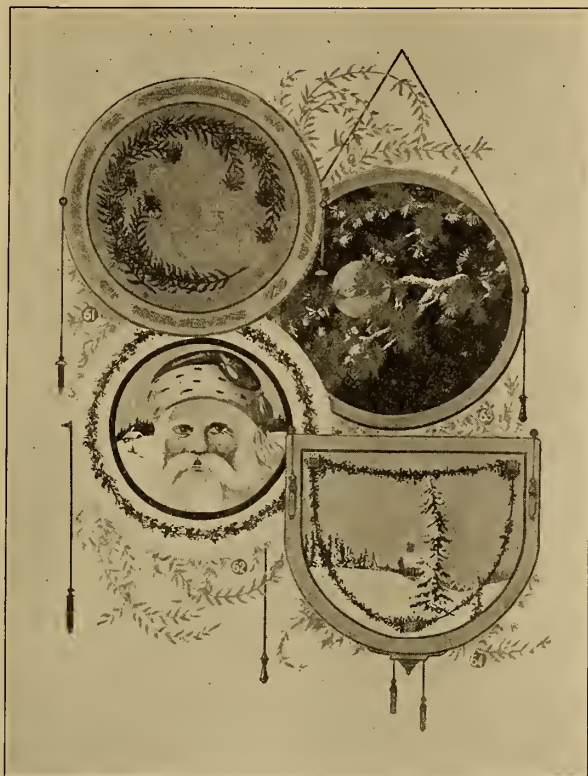
In a separate office a young woman and her assistant edit our retail magazine, *Fashions*. We put the finest art we can get into this magazine, and illustrate the finest merchandise we have. Style is played up big in *Fashions*.

"The Juvenile World"

Another young woman looks after *The Juvenile World*, and handles all the advertising for the juvenile sections. We publish a page of juvenile news under the name of *The Juvenile World* in the afternoon newspapers twice a week. It is aimed at the children, and is written and illustrated so as to appeal to them. We are now publishing a monthly magazine of sixteen pages under this name, and are sending it to 50,000 children. We publish a coupon in the newspaper advertisements, offering to send *The Juvenile World* to those who send in their names and addresses. We obtained the names of 47,500 in three weeks, and had to discontinue the offer. We feel that this is a valuable feature. It has built up the juvenile business in a remarkable way.

Editorial Writers

We have two editorial writers for the retail store. We feel that it is well worth while to maintain one or two men who can comprehend the company in its institutional aspects, and can express this idea in our retail newspaper advertising and in our booklets. Notable results of this kind of adver-



Our latest circular illustrates some good ideas that will interest you.

Create the Xmas Spirit
in your show windows
and throughout the store
with—

Mac-Morris Decorations

No other decorative feature is more effective than a beautiful art plaque properly placed.

Each of the plaques shown here is a genuine work of art executed by a master of color and technique. Every one is exquisitely complete in every detail of design and workmanship.

The plaques shown here can be supplied in 24, 30 and 36-inch sizes.

H-61	Poinsettia Design\$12.50
H-62	Old Santa12.50
H-63	Pine Branch12.50
H-64	Snow Scene12.50

Price per dozen.....\$125.00

We can supply plaques in any special design or color scheme to your order. Write us to-day.

The Mac-Morris Art Co.

33 North Hazel St.

Youngstown, Ohio

Watch St. Paul, 1921, Let's Go!

The Perfection Projector

will double the beauty of your decorations

By the use of this efficient projector you can illuminate your decorations (or any part of them) in any color or tint you may desire, and with any degree of brilliancy.

This projector was designed by an illuminating engineer who is an expert at stage lighting. It is fitted with a powerful lens and a special lamp and has five gelatine slides in different colors. These slides may be used separately or in combinations that will produce any color of the rainbow.

In combination with our Super-Floral Decorations, you can secure gorgeous color effects with this projector, which may be placed in any part of the window and attached to any light socket. Adjustment at back permits turning light in any direction.

The Perfection Projector is used by Lord & Taylor, Marshall Field & Co., and many more of the leading stores.

Endorsed by fire underwriters.

Send for a sample lamp today



At Left—Projector shown with lens removed as used for general diffused illumination.
At Right—Projector shown with lens in place to concentrate or focus illumination.

Projector with adjustable base and standard, special lamp, five colored shades, complete directions for securing any color. Complete, each

\$32.50

THE BOTANICAL DECORATING CO., 208 W. Adams St., Chicago

tising have been obtained. They interpret the institution as a whole in strong, clean-cut English, and the effect is excellent.

The art department is in charge of a woman of fine training and ability. This department prepares all our layouts, and buys all of our illustrations. Its director knows the leading artists personally, and in this way is able to get many beautiful things which increase the distinction and character of our advertising. We try to throw around the advertising the atmosphere which characterizes the merchandise and the service of the store, and work with outside artists and printers to obtain the desired result.

We have one man who works exclusively on our direct mail matter.

A young woman is in charge of publicity. She is constantly planning stunts which will attract favorable public attention. She cultivates the newspaper and magazine people, and by developing store features with news value, she is able to obtain considerable valuable publicity.

Avoiding Errors

One young woman reads proofs on all ads. She checks them for errors of English and typography. As the result of an old rule, anybody in the Field organization who can find an error of this sort in the advertising is given a reward of \$1, so that there are numerous eagle eyes which scan the advertising for mistakes. This is not an ideal situation, perhaps, but it does make for close attention to the advertisements before they are published.

It is necessary in the retail section to work at high speed. Retail advertising is planned close to the date of sale. The situation changes rapidly, and it is necessary to get the merchandise news and get it out quick.

As in the wholesale department we have a room at the retail store where we maintain our lists and

do the mailing. We handle all of the addressing and mailing ourselves.

The auditing department audits all invoices against orders, and keeps statistics on expenditures, lineage, etc. Charts are made up here showing the various facts relative to the operations of the advertising department. The graphic form is helpful, especially, in indicating to the chief the facts about the work of the department.

A stock-room at the retail store receives and files all drawings, engravings, electrotypes, etc.

The two men in charge, respectively, of the retail and wholesale advertising devote their time to supervision, keeping track of the various bureaus and co-ordinating their work. They meet the merchandise managers and executives, and see that the plans of the house are carried out.

Monday Morning Meetings

There is a regular weekly meeting at 8:30 o'clock Monday morning of the retail bureaus, lasting from half an hour to an hour. Matters of policy are discussed there, and I endeavor to enthruse all of the members of the advertising department, and sell them on the importance of their work. Mistakes are analyzed, and the more important things the department is trying to do are explained. We discuss the things that some individual is doing that apparently don't concern the rest, in order to develop co-operation and emphasize the value of team-work.

Our policy is to take young people and train them, instead of going outside. It is hard to get experienced workers from other establishments and fit them into our organization. We take those who are just out of college, and have them learn the merchandise. Then we coach them and break them into the advertising work. We think of our advertising as printed salesmanship, and that is why a



THIS DISPLAY BY CARL M. AMDAHL, SPOKANE, WASH., WON 2ND PRIZE IN I. A. D. M. CLASS 2, LIMIT.

XMAS IS THE TIME TO PUT IN YOUR BEST DISPLAYS



No. 152—Merry Christmas Wreath. Papier-mache wreath decorated with Santa head and an abundance of foliage. Size, 20x35 inches. Price, each.....\$5.00

Our Artificial Poinsettias, Holly Sprays and Wreaths, Xmas Cut-outs and Settings are needed to put in the necessary

Xmas Spirit in Your Store.

This is the season when not only the windows but the store interior, booths, etc., call for bright, attractive decorations.

We Have Just What You Want.

Everything in our Xmas line is absolutely new, never having been shown before. Everything has been designed to give the most effective decoration at a really low price.

Order from this advertisement or write for Xmas Catalogue.



No. 153—Decorated Basket. Very beautiful. Filled with Poinsettias and foliage. Height, 24 inches. Price, each.....\$3.00

SERVICE ARTIFICIAL FLOWER CO.

1307-09 Clybourn Ave.

Chicago

\$100,000.00 WASTED

Last year by display men on ruined shirts and laundry costs. *How much did it cost you?*

The use of shirts on clothing display forms is no longer necessary; the HATCH METAL NECKBAND and a small piece of material, 12x18, gives you the same effect in less time at a saving that can hardly be estimated.

\$12
per
doz.



\$135
per
grs.

The selling appeal of many a well displayed suit is lost when shown over a faded, soiled or cheap appearing shirt; use the best materials in small pieces, at a cost of a few cents.

Neckband Adjustable to All Size Collars and Forms

Hatch Metal Neckband Co.

Detroit, Mich. 275 Jefferson Ave., East
Single band sent as sample if desired.



Beautiful
Xmas
Show Cards

Ready to
Letter

Ten beautiful designs in all sizes.
Descriptive folder is yours if you
write on letter head.

THE LACKNER CO.

21 West Pearl St.

Cincinnati, O.



A HIGH CLASS DISPLAY BY H. H. TARRASCH, FOR STIX, BAER & FULLER, ST. LOUIS.

foundation of actual selling is so valuable to those who are later to handle advertising details.

Our idea is that the advertising should make the same representation of the merchandise that an ideal salesman would make if he were face to face with the customer. If it doesn't sell the reader as a perfect salesman would, the advertising doesn't measure up to the ideal.

The advertising novitiate should first understand the merchandise—how it is made and distributed. There is always a romance in manufacturing, and back of every product is a wonderful story. It is getting out that story and telling it that gives the advertising man his opportunity.

We like college men and women because they most often have vision and imagination. We tell

them what we want to do, and have them express these ideas in their own individual way. We give them the knowledge of the merchandise, and train them in the mechanics of advertising, sending them to printing and engraving plants and art studios so that they can understand how things are done. It is hard work, and a long educational process, but occasionally it produces an ideal person.

This system means that we start our people young and advance them in the business as they develop. We don't go outside the business in any department if there is anyone there who can fill the bill. The president of our company used to be a stock clerk, the vice-president an office boy. All have grown up in the business. I can personally testify to the success of that policy.





No. 44861 — Holly Wreath, natural prepared, everlasting, 16 inches diameter with red bow, each, \$1.50; per doz, \$12.00.

If this wreath lasts only twenty years, cost will be 5c per year and not \$1.00 each year, for inferior goods.

No. 44767 — 10-Palm Plant, natural prepared, everlasting.

	Inches	Palm	With out	
	High	Leaves	Pot	Pot
44767/4	24	4	\$1.10	\$0.60
44767/5	30	5	1.25	0.75
44767/7	42	7	2.50	2.00
44767/10	48	10	3.00	2.50

Be ahead of your slow competitor and brighten your window and interior with everlasting flowers and plants.

Our illustrated catalogue in colors, No. 44, will help you in selecting. Same is free for the asking.

Frank Netsche

61 Barclay St.,

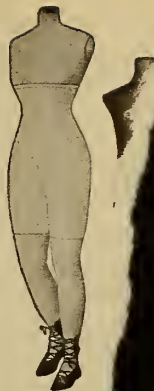


Fig. 1



DEVOE

The name that stands for quality. Supplies, look for it everywhere.



Actual size of 2-Color Cards and other supplies on the asking.

Sold by leading
DEVOE & RAYN

New York
Buffalo

Chicago
Denver

s for the Ad-Man

by some of the best ad-writers—
 as they may be made to apply to
 mark them over to suit yourself.



erately
 eses is
 ily
 busi-
 these

Novel Vanity That Will Fit Into Purse.—Most Vanities are too fat for your purse, but this one is circular and almost flat in shape. Covered with silk, and embroidered in quaint designs, it holds a powder puff and has a mirrored top. \$1.25.

Lovely Flouncings Are Marvelously Beaded.—Something very new for afternoon or dinner frock is the flouncing of Crepe Georgette, very attractively beaded. Bugle, iridescent steel beads combine with metal thread embroidery to make designs. The yard, \$12.50 to \$18.

Fine Silks at \$1.95 and \$2.95 Yard.—Silks direct from the manufacturer known for the excellence of his product. A variety of mill productions, remaining pieces in regular sizes, odd weaves and colorings are offered in remarkably low prices. There are silks for linings, silks for draperies, Some are all-silk weaves. Others are fiber silk or with Egyptian yarns. Such silks—so exquisite—have—are seldom to be had so

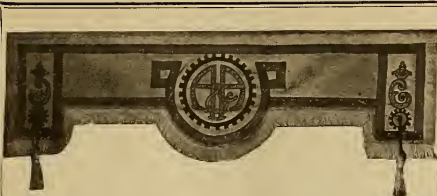
Varied Styles, \$5 to \$10.—making an especial appeal style without conspicuous values, and only require in or ornament. Assort- shape sketched is repre-

Yard, \$2.75—This material, ty, and so unusual is the ne to satisfy your dress and navy as well as white season.

with primitive blues, delicate in their small, well-covered drapery Fabrics Section in for tea-table covers, for or breakfast-table covers.

of an Oriental Rug is a you pay twice as much for domestic rug, but get four will cost only half as much you what you may expect and show you the marvel- you may thriftily adorn

Yards of Terry Cloth, Priced—the advantages of purchasing ve floral and figured de- The cloth is printed on



KICHLER VALANCES

Have a distinction and individuality of their own. They are designed to satisfy the demands of particular merchants and display men.

If you are looking for exclusiveness, novelty and beauty combined with moderate price, you will find it in any Kichler Valance you may select.

If you know the kind of design you want, send us a sketch and we will reproduce your ideas accurately.

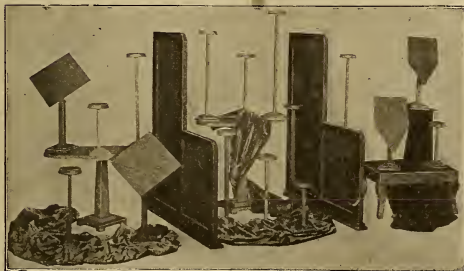
If you are uncertain as to a suitable design, we will be pleased to submit colored drawings based upon any suggestions you may make.

You will be particularly pleased with our treatment of monograms and trademarks.

Send for our catalog

The L. A. Kichler Co.

717 Lakeside Ave. N.W. Cleveland, O.



Improve Your Windows

Bigger Sales—Better Prices
More Profit

come naturally with

BETTER WINDOW DISPLAYS

Send for our Fixture Catalog. It's free to Merchants

Artistic Wood Turning Works

Formerly Polay Fixture Service

515 N. Halsted St., Chicago.

Use Feldman's Humanized Wax Figures In Your Fall Displays



Feldman's Wax Figures will give class and distinction to any merchandise that you show with them. They have a charm and grace that catches the attention and turns the passerby into a customer.

You will find that any garment looks better on a Feldman Figure.

Send for Our Catalog

Our latest catalog shows our complete line of Humanized Wax Figures and display fixtures of every description. If you haven't received a copy, send for it at once. You will find it a big money saver when you are ready to select your fixtures for fall.

We also manufacture valances, artificial flowers and original novelties.

Feldman Fixture Co.

22-26 W. 30th St. New York

both sides. Especially desirable for the curtaining of the sun parlor, living room, dining room, for door hangings, and many other uses. This Terry cloth is 36 inches in width, priced very special at 95c yard.

Five More Days of Special Prices in Sale of Plate Dozens.—French, English and Italian examples of fine china are marked in this sale at prices that induce generous selections. Regardless of brisk selling since the first day, the stock still contains some exceedingly fine dozens in Service Plates, Dinner Plates, Soup Plates, Cream Soups, and Cups and Saucers of various types. Decorations are rich and varied. There are some highly attractive gold-decorated designs, and several game plate patterns that have met with favorable comment. It is suggested that full advantage be taken of the few days left; the savings to be gained would warrant it.

A Good Hair Mattress, Special at \$33.75.—This is a value that will prove on inspection to be decidedly unusual. It is a curled hair mattress of forty pounds weight, full size, of a quality that would sell regularly at a very much higher price. There are smaller sizes of the same quality, priced in proportion.

400 Small Oriental Rugs "Special."—These are Rugs of our own importation, specially priced for quick selling. The various sizes are similar in character, coloring, and design, so that one could furnish a living-room or bedroom with several and be sure of harmony. Many of these Rugs are suitable for table coverings or for piano bench covers.

Do You Collect Odd Teapots?—A table in the China Section will show you why many people do. It contains some of the oddest, most interesting Teapots one could find. One is decorated with little regular ridges like a pineapple skin; some are in queer shapes of Chinese bronze; others are in bright, cheerful old English designs. And these are only a part of the variety to be found in this section.

Sale of Sport Skirts, \$17.50—Silvertones, Velours and Vigeraux Twill.—They are made of those plaided and striped wool materials that retain their pleats and hang and wear well. In warm shades and color combinations of blue, brown, tan, green, gray and black and white.

Guaranteed Satin Petticoats, \$7.98.—A splendid selection from which to make a choice, for these Petticoats are extraordinary value and are assorted in colors, many of the darker, more conservative colors included. They are made with full flounce or footed by a frill.

Costume Blouses Increase the Usefulness of the Fall Suits.—Seems as if you can wear them almost anywhere with a becoming blouse of georgette or satin. Both over-blouses and tuck-ins are being worn this season, and both long and three-quarter sleeves. There are all the new browns, and beaver, and navy, and henna shades. \$15.75 to \$28.75.

Silk Blouses Much Reduced—Were \$7.50 to \$19.95, at \$4.98 to \$12.50.—Practically every favored type of Blouse in all the fashionable silk materials is included in this sale—Georgette crepe, crepe de chine, satin, taffeta silks, pongees, etc. The Blouses are made in all the styles most favored also—low and high necks, tuck-in, slip-over and tie-on models. At their lowered prices they represent extraordinary values that it will be difficult to equal anywhere.

Oxfords Are in Season.—In full-grained Norwegian calfskin in the present popular Brogue cut, which with wool hose makes such appropriate and practical foot wear for street and sports wear. In brown, with medium weight welt sole and low military heels. Price \$12 to \$16.

The Quest for Quality.—The quest for quality is the dominant effort of this store. The results are notably evidenced in every collection of new merchandise now on hand for fall and winter wear or use. Here quality manifests itself in the exhibition of authentic style; it reveals itself in the minute detail of construction of the goods. Intrinsic worth and character are assured in every purchase. Quality is as

essential to the life of this Store as is the heart-beat to the human body.

Women's All-Silk Umbrellas \$6.98 for Values to \$10.60.—Quality and smartness considered, this is one of the best Umbrella offers in months. Covered with a fine all-silk, tape edge taffeta, made over a substantial eight-rib paragon frame with steel rod and cases to match. There is good assortment of handles in carved woods and ebenoids, many with bakelite trimmings, silk cord, wrist loops or swing rings. Colors include the popular navy blue, purple, brown, green and garnet. As the quantity is limited, none will be reserved for mail or telephone orders. None will be sent C. O. D.

New Suits with Fur and Embroidery.—Just arrived—a limited number of very beautiful and exclusive models—some with fur collars, others with hand embroidery—also a few custom made, strictly tailored suits. Tailoring, lines and finish the work of master craftsmen—materials and colorings most approved for fall.

The Fashion Chart Predicts an Early Fall.—It's fall already in the Suit Shop—an Autumn of soft leaf browns, tinged with red; of deep greens and sober grays and taupes. The suits are made of heavy silky stuffs, trimmed recklessly with wide collar and cuffs of fur. They show a careful ornamentation of embroidery, braid and beading, that is more elaborate than anything seen for seasons back.

Silk Dresses at \$50.00.—At this price we shall exhibit for your approval a choice line of beautiful dresses for street and afternoon wear in fine satins, georgettes and georgette combinations. Many of them handsomely beaded and embroidered, others trimmed in lace and fancy braided—very beautiful dresses indeed for early fall wear.

New Taffeta Negligees \$14.95.—The quality of the taffeta, the daintiness and smart design of these new negligees are surprising at this small price. In coat style, with cording at hem, top of flounce, neckline and sleeves—fastened with buttons, tied gracefully with cording at waist.

The Final Clearance of Women's Pumps and Oxfords, \$3.95 and \$5.—An accumulation of short lines and discontinued styles enables us to offer excellent values in Pumps and Oxfords at these low prices. There are several styles in glazed kid, patent leather, also white canvas oxfords. Not every size in every style included in this sale, but a very good assortment.

Women's Footwear Drastically Reduced.—Over 500 pairs of women's boots, pumps and oxfords, broken lines, but all sizes in collection, a variety of desirable styles in patent leather, black and brown kid and calf, snowbuck, etc.—excellent values at the former prices, \$7.95 to \$9.95; tomorrow, \$2.95. Patent oxfords with turned soles and covered French heels, or welt soles and leather French heels, reduced from \$7.95 to \$3.95. Patent leather, black or brown kid pumps with satin quarters and French heels, reduced from \$9.95 to \$3.95.

Hatters' Plush Banded Hats, \$8.75. Copied from much higher priced hats, in all the newest blocks without exorbitant cost. A smart, nobby Hat for present street wear, just the hat to start the season with, made of fine quality hatters' plush—they come in a number of the most popular blocks, straight brim sailors, rolling brim sailors—in fact, sailors of every kind. Come in black only. Exceptional values at \$8.75.

Hats! Hats! Hats! What Woman Isn't Thinking About Them?—Here they are for every head and every face. The young woman above whose eyes have so successfully dodged the sprays of her flirty veil is wearing one of the new permanently veil-flounced hats of velvet—of dark brown velvet. \$27.50. The Napoleonic brim of the black cire ribbon and panne velvet hat to the left is nothing more nor less than one expects to find this year when so much that is modern originates from that which is history. \$25.

The Craftsman Shops

Designers and Manufacturers
of Exclusive
Store and Window Furnishings

The Craftsman Shops
(Incorporated)
113-117 Wisconsin St. : Milwaukee, Wis.

A New Factory to help you have Better Displays

This advertisement tells how a new glass factory is working full strength to enable your store to have brighter, better, more profitable show windows.



PITTSBURGH
The Standard for Show Windows
REFLECTORS



FOR more than sixty years we've been making flowers and other decorations for

show windows. In that time we have learned to make the kind of flowers you want at prices you can afford to pay. No one can offer you a better selection and we believe our values are the best on the market.

Our line of holiday decorations is wonderfully complete and includes new designs that have never before been shown in this country. Let us send you our catalog.

Mutual Flower Company
82 West Third St. NEW YORK

The attractiveness of a display depends largely upon its lighting—upon the efficiency of the Reflectors.

To maintain the high standard of Pittsburgh Reflectors we have installed and equipped our own modern glass factory—the only one devoting its production exclusively to this particular purpose. It is one of the features that make Pittsburgh Reflectors without an equal.

Pittsburgh Reflectors conceal the source of light—they direct it on the trim with an intensity not attained by any other method.

If you come to Pittsburgh you will find our new down-town office convenient, accessible, hospitable.

Let us help you make your show windows pay better. Write today.

**Pittsburgh Reflector
& Illuminating Co.**

PITTSBURGH, PA.

Chicago Office:
565 W. Washington St.

San Francisco Office:
75 New Montgomery St.

For Our Advertisers

Increase the Capitalization

Recently L. Baumann & Company, has increased its capital from \$20,000 to \$100,000. This is one of the best known artificial flower houses in America and the increase in capitalization has been made necessary by the great growth that has taken place in the business during the past few years. This firm does a large importing business as well as conducting a big manufacturing enterprise and the additional capital will be used in taking care of the rapidly expanding trade which continues to grow from year to year.



A Catalog for Card Writers

E. J. Boyle & Bros., 29 West Maryland street, Indianapolis, Ind., have recently issued a catalog that will be found of interest to card writers and display men. It illustrates and lists all sorts of tools and supplies for the card writer including air brushes and colors, pens, brushes, show card board, colors, etc. This firm also carries an interesting line of art window flooring, plushes and draperies, backgrounds, screens, panels, valances, fixtures, show cases and cabinets, etc. The Boyle catalog will be sent to anyone upon request.



A Big Time

Because of election ratifications, armistice day and other occasions, the month of November will see many parades and celebrations. Gasthoff's Fire Works Display Co. of Danville, Ill., offers a big line of batteries, mortar salutes, aerial bombs and similar explosive noise makers of the loudest variety. The Gasthoff mortar throws a bomb from 500 to 1,000 feet in the air, where it explodes with a terrific noise. This is especially good for salutes. Another device is an 9-foot ground string battery with ten loud and one extra loud report. This is a noise maker without an equal. This firm also makes 24-inch, ten-minute torches for parades—and can supply any kind of special fireworks to order.

Merchants or others on committees for any kind of celebrations that want noise should correspond with Gasthoff's Fireworks Display Co., 111½ North Hazel St., Danville, Ill.



An Interesting Circular

The very latest idea in circulars listing forms and fixtures has just been issued by J. Sobel's Sons. This pamphlet shows forms and fixtures in their component parts. The bases in various styles, standards, forms, etc., are shown separately. The advantage of this is that any display man having bases in good order and wanting to change his forms to the new checker models or any other style has only to order the forms without the bases. Or if he is using metal bases and wishes to change to wood in William and Mary, Adam, Eiffel, composite or any other style of design, he is sure to find what he wants in this circular.

This firm states that a saving of at least 20 per cent can be made by buying their goods, the low prices being the result of economical manufacturing and selling systems which eliminate showrooms and salesmen's commissions. Mr. Sobel says that they are receiving numerous letters from satisfied customers who have bought with the understanding of a 20 per cent guaranteed saving. Display men should send for this circular. The address is J. Sobel's Sons, 143 Grand St., New York City.

Mr. Moderow Made Manager For Schack

Charles W. Moderow has been made general manager for the Schack Artificial Flower Co. Since this company was established some twenty odd years ago, Joseph Schack has been the chief executive and has personally managed or supervised all of the many and varied details connected with the business. As the business grew Mr. Schack's duties and responsibilities grew with it. Year after year the business expanded and steadily increased until, from a small beginning, the Schack Artificial Flower Company became one of the largest establishments of its kind in the world. Still, Mr. Schack continued to handle the immense volume of detail connected with the big business he had built up.

However, there is a limit to what any one man can do. During the past few years the demand for Schack products has been so great and so many new developments have been added that it became imperative that someone take part of the load from Mr. Schack's shoulders. For some time Mr. Moderow had been advertising manager for this house, and his work had been so satisfactory in this department that Mr. Schack decided to entrust him with the general management of the entire business.



CHARLES W. MODEROW.

Mr. Moderow is particularly well qualified to handle the important duties connected with his new position. He is a practical display man of unusual ability and knows the display man's point of view from experience. He has had thorough training in the best art schools and has spent years in the practical application of drawing, painting, designing and other branches of art. His broad experience in these lines qualify him for a full understanding of the requirements of window and store decoration in all its branches. As an organizer and executive, Mr. Moderow has shown exceptional skill and judgment.

With Mr. Schack at the head of the concern and Mr. Moderow as general manager, the Schack Artificial Flower Co. will materially improve its already excellent service in various ways. A number of innovations have been introduced in the manufacture and handling of merchandise and others are to be put into effect in the near future. It is the purpose of Mr. Moderow to make Schack service as nearly perfect as possible. In this connection it may be stated that the fall and holiday business of this concern was by far the greatest in its history.



Fall Window Displays on Onli-Wa Fixtures

ADD THAT TOUCH
OF ATTRACTIVENESS
THAT MAKES SALES

Send for Catalog No. 5 of Shoes, and No. 6
for General Merchandise Display

The Onli-Wa Fixture Co., Dayton, Ohio



Wonderfully, artistically gowned, beautiful, imported French show dolls—30 in. tall. Dressed with silk gown with beaded trim, satin coat with embroidered flower trim and hat to match. Full set of underwear. Wonderful window attraction for showing infants' dresses, coats and capes. Specially priced \$25.00 each.

We have only 34 of these dolls. Would suggest wiring your orders at once.

FRANKEL
DISPLAY FIXTURE COMPANY, NEW YORK

1146 Broadway,
at 27th St.
Phone:
Madison Square 1490

THE RIGHT FORM

Brings Out the Style

This shape has the approval of Chicago's foremost men's ready to wear clothing designers. Furnished in 34, 36 and 38 inch Bust.

Immediate Delivery

State Finish desired on Base

Used by Maurice L. Rothschild stores and other discriminating concerns.

Price \$7.75 Each F. O. B.
Chicago



POLISHED WOOD HOSIERY LIMBS

Perfectly shaped limbs for effectively displaying fine hosiery.

IMMEDIATE DELIVERY

WITH METAL STAND

No. 359 Men's Hose, \$6.65 ea.
No. 360 Women's Hosiery,
\$6.65 ea.

WITHOUT METAL STAND

No. 368 Men's Hose, \$3.00 ea.
No. 371 Women's Hosiery,
\$3.00 ea.

I. L. BRADFORD & COMPANY

178 W. JACKSON BOULEVARD, CHICAGO

Eighth Floor, Medinah Building

WATCH ST. PAUL, 1921—LET'S GO

*The windows reflect the
character of the store*

*The Modern Artificial Flower Co.
840 North Avenue :: Chicago*

Dietz Distinctive Decorations

Old time display men will learn with interest that William F. Ried is out of the window display game and is now representing E. C. Dietz of New York as salesman for Dietz Distinctive Decorations. Mr. Ried is a veteran display man having at one time or another been connected with a score or more of the leading stores of America. He has been connected with John Wannamaker, New York; McCreery & Co., Pittsburgh; Kaufman & Baer, Pittsburgh; The Emporium and Hamburger & Sons, San Francisco; Cohen, Los Angeles; T. S. Martin Co., Sioux City; L. S. Donaldson, Minneapolis and various other stores equally well known. His specialty for several years was the opening of new stores and in this work his duties carried him from coast to coast.

Mr. Ried is an expert display man and noted for his skill in designing and handling decorations. This knowledge will prove a big asset in selling decorations and he is fortunate in having the remarkably attractive line of E. C. Dietz which will present a great opportunity for his decorative skill and ingenuity.

He will cover the country from New York as far west as Denver, and, if opportunity offers, will extend his trips through to the coast. Without doubt, his wide acquaintance among display men and merchants will prove a valuable asset to his house. The Dietz line for the coming season is unusually interesting.



A Correction

In the October issue of *MERCHANTS RECORD AND SHOW WINDOW* there appeared a notice regarding the Mac-Morris Art Co. of Youngstown, Ohio, and it was stated that Lorain C. Morris was a member of the firm. This is an error brought about through a confusion of names. Lorain C. Morris is display man for The Geo. L. Fordyce Co. and the members of the firm of Mac-Morris Art Co. are Theodore Barton Morris and J. F. MacNamara.

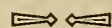
The Mac-Morris Art Co. is showing a line of plaques designed for the coming holiday season and which are wonderfully effective for background decoration. They are beautifully painted in appropriate designs and are handsomely framed.



Planning Decorations Early

Merchants and display men now plan their decorations much further ahead than was once the case. J. Clarence Bodine of the Bodine-Spanjer Co. states that he is now kept busy the year around planning and building window and store decorations.

The modern merchant, says Mr. Bodine, has learned to appreciate the real importance of his show windows and he understands that time and thought are required to get the best results in the settings that are to be used in the window. As a result, many display men and merchants are now planning their spring windows. The man who does his planning early is less likely to be disappointed than the fellow who waits.



Handsome Backgrounds

The Decorator's Supply Co. of Chicago has been building some remarkably handsome backgrounds for show windows during the past few months. This firm is a specialist in the matter of fine, hardwood backgrounds and several expert designers are constantly developing new ideas in this line. The Decorator's Supply Co. also reports a big demand for their high class wood fixtures. The catalog issued by this house shows designs in backgrounds as well as many new ideas in high class fixtures. It is worth sending for.

Stenciled Floor Mats

Quite an interesting field for attractive decoration is opened to the display man in the making of stenciled floor mats for show windows. The process is a simple one and any display man can produce highly artistic effects after a little experimentation in the matter of colors. The idea is to take some appropriate fabric and then apply a border of strongly contrasting colors.

Cloister Cloth and similar fabrics having a basket weave are especially adapted to the making of mats of this kind as it is a simple matter to ravel out a good-looking fringe. Shellac colors are very satisfactory to use as they wear better. Homespun is another fabric that makes excellent mats as its texture makes the application of color an easy matter.

Elms & Sellon, 309 W. Adams St., Chicago, carry a variety of art fabrics especially adapted to the making of floor mats as well as draperies and valances. This firm sells only in full pieces but there are so many uses to which it may be put in window decoration that most display men will find excellent use for a bolt of Cloister Cloth or similar goods.



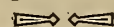
Southern Greens

Southern greens promise to be wonderfully popular this season for decorations of all sorts. It is not surprising that the natural foliages of the southland should be liked by display men. They are to be had in great variety, including magnolia, holly, smilax, palms, pines, etc., and all of them have the true charm of Mother Nature.

For interiors of stores, halls, etc., this class of decoration is especially satisfactory and it is possible to create some remarkably fine effects by combining and contrasting different kinds of foliage. Another thing that recommends these natural greens is their very moderate price. Quite an elaborate scheme of decoration may be carried out with them for a few dollars. A number of reliable dealers in southern greens may be found among the advertisers of *MERCHANTS RECORD AND SHOW WINDOW*.



AT THE Fashion Show held in Enid, Oklahoma, during the second week in October, A. J. A. Lewis, display man for Herzberg's Department Store, captured first prize for the best window display of men's clothing and women's ready-to-wear.



A Correction

THE illustration on page 51 of the October *MERCHANTS RECORD AND SHOW WINDOW* was erroneously credited to Max Genereux, Missoula Mercantile Company, Missoula, Montana. The illustration presents a view of a section of the store front of the Bogalusa Stores Company, Bogalusa, La.



Mother Goose Is Popular

IT APPEARS that Mother Goose characters are to be unusually popular for toy department and window decorations this season. These are to be used in quite a number of stores on a large scale. Mother Goose and her associates are always good for holiday decoration because they mean more to children than any other characters. They offer a great variety and there are endless ways in which they can be applied in paintings, cut-outs, papier mache, etc.



Put the Esterbrook Speed Pen

squarely on the paper—*flat*—It works best that way—Supports the hand—Rests the arm and permits long, sweeping strokes.

You get best results from a single surface coated board—and an Esterbrook Speed Pen.

Get a sample dozen assorted sizes, \$1.00. Watch your work improve. Note the greater output—and then use

Esterbrook Speed Pens ALL the time

THE ESTERBROOK PEN MFG. CO.

90-100 DELAWARE AVENUE

CAMDEN, N. J.



STENCILED Art Floor Mats

You can design and make charming floor mats very easily by using cloister cloth and applying simple stencil designs in attractive colors—a handsome fringe is readily made by raveling out the margins of the goods.

Cloister Cloth is only one of the many fabrics we carry in stock suitable to window display. We have a fabric for every purpose ranging from elaborate floral designs to plain, simple weaves.

Sold only in full pieces

*Tell us your needs and we will
be pleased to send samples*

ELMS & SELLON

906 Broadway

New York

309 W. Adams St., Chicago
52 Chauncey St., Boston

2 N. 11th St., Philadelphia
742 Market St., San Francisco

Christmas Window Displays Must Have Your Immediate Attention

The holiday season is near, and it is time to consider your decorations.

Our latest catalog embodying everything for an ideal display, is just off the press. Get your copy now, before the supply is exhausted.

A trial order will **CONVINCE YOU** that we have what you want.

WRITE TODAY! DELAY MEANS LOSS!

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade Street
New York



A Perfect White at Last!

Polar White—A new water color and the best ever produced for the card writer. Works perfectly with **brush, pen or air brush**; flows smoothly; will not pull, and dries with that soft, smooth finish so necessary for a white or as a base to all tint colors. Put up in working jars, nickel plated caps.

Trial 1-oz. jar, 30 cents. Doz., \$3.25
4-oz. jar, each, \$1.00

Send for a trial jar. You'll find it's just what you have been waiting for.

Our big new catalog tells all about proper card writing tools and materials. Send for it.

Wallbrunn, Kling & Co.

327-329 S. Clark St.

Chicago

BRUSHES and SUPPLIES SIGN and SHOW CARD FOR WRITERS



My new cata-
log for 1921

contains a complete list of everything the
sign and show-card writer uses.

D. S. of L. Blue Handle Brand Brushes and Supplies

for every purpose are listed and illustrated. Your
favorite brush is there. We have a large showing
of French made brushes. We invite you to write
for our newest catalog. A postal request will do.

Save Money on Your Supplies

You not only buy better supplies from us, but you
will save money. Hundreds of stores doing their
own show-card work use "Strong's" supplies. The
best card-writers and sign-men, are big users. You
need our catalog as a guide to safe and economical
buying of lettering tools and materials.

Save Your Money on Your Supplies

Address, Supply Department

DETROIT SCHOOL OF LETTERING

Chas. J. Strong, Founder

Established 1899

DETROIT, MICH.

These Outfits are a Great Investment

These outfit will greatly reduce the cost of maintaining your
wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY
STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil
finish) as executed at the factory. COM-
PLETE OUTFIT includes prepared mater-
ials to clean and retouch 100 figures.
Full formula. Tools. Instructions.

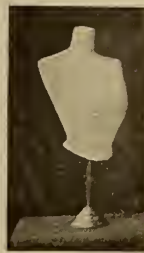
Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your
enamel forms the right way. With this com-
plete outfit you can clean and refinish your flesh
enamel forms, producing the same dull finish as
when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
No. 2 outfit will clean and refinish 200 forms. 2.50
No. 3 outfit will clean and refinish 300 forms. 3.50
No. 4 outfit will clean and refinish 600 forms. 5.00

NUENAMEL is made expressly to clean and
refinish flesh enamel forms. No other prepara-
tion will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL
CEMENT and used again for display. FLESH ENAMEL
CEMENT is easy to apply and dries hard to match the
enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight.	Price.....	\$1.25
16 ounces net weight.	Price.....	1.75
32 ounces net weight.	Price.....	2.50
48 ounces net weight.	Price.....	3.00

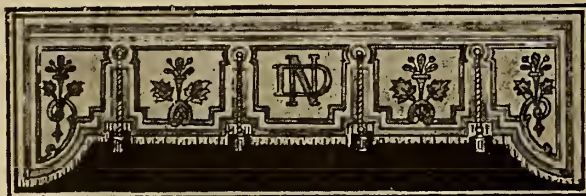
It pays to purchase in large quantities, age will not
affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to
fit in place. 50c set, 6 sets \$2.50, 12 sets, \$4.50. Full
directions with each set. Same as used by leading figure
manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.



Trim Your WINDOWS with Nadeco Maid VALANCES, PANELS, SHADES

Many Stock Patterns, or Special Designs
Large Line of WINDOW PLUSHES

Write for Handsome Catalog, and Name of Local Dealer

NATIONAL DECORATIVE CO., 510 Federal St.
Camden, N. J.



PAASCHE
Model "D"

You Need One

of our Model "D" Air Brushes
to use in decorating your spring
windows. It will more than pay
for itself before the season is
over.

Paasche Air Brushes are made
in all sizes for every kind of
work. They are best for Show
Cards, Signs and Window Back-
grounds.

Our new
Catalog

Is filled with
clever new ideas
for the card
writer and dis-
play man. Send
for it.

Paasche Air Brush Co.
1229 Washington Blvd., CHICAGO

DIETZ Distinctive Decorations

You will see them in the holiday
displays at the best stores this sea-
son.

Compare them with other decora-
tions and you will see why they
are preferred by display men who
are judges of artistic designing,
perfect coloring and expert work-
manship.

Use Dietz flowers in your next displays
and note the improvement.

We will be glad to have a salesman call
upon you if you will drop us a line.

E. C. DIETZ

219 E. 34th Street

NEW YORK

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

WANTED—A window trimmer and card writer in city of 20,000 located in central Wisconsin. Department store experience. Address Box 381, care **MERCHANTS RECORD AND SHOW WINDOW**, 5707 West Lake Street, Chicago, Ill.

CARD WRITERS! Our Christmas Bulletin is ready. It tells by picture the complete story of BLICKS "MASTER-STROKE" BRUSHES, Christmas Show Card Blanks, lithographed ornaments, etc. Address Desk M for your copy. **THE CARD WRITERS SUPPLY COMPANY**, Galesburg, Ill.

POSITION WANTED—Ambitious Display Man, 21, wishes permanent position with high class store. Three years' experience with one of the leading stores in Central Illinois. Address Box 380, care **MERCHANTS RECORD AND SHOW WINDOW**, 5707 West Lake Street, Chicago, Ill.

FOR SALE—Clothing and furnishings store located in live industrial town in Pennsylvania. Doing good business and best class of trade. Bad health of owner reason for selling. Address Box 379, care **MERCHANTS RECORD AND SHOW WINDOW**, 5707 West Lake Street, Chicago, Ill.

WANTED—Window Display Man and Card Writer by a live Men's Wear firm in an Illinois city of over 50,000 population, catering to the best trade. Excellent opportunity for the right man. Steady position and good salary. Address, giving age, experience and salary wanted, Box 382 **MERCHANTS RECORD AND SHOW WINDOW**, 5707 W. Lake St., Chicago, Ill.

POSITION WANTED—Ambitious Display Man, 21, wishes permanent position with high class store. Three years' experience with one of the leading stores in Central Illinois. Address Box 380, care **MERCHANTS RECORD AND SHOW WINDOW**, 5707 West Lake Street, Chicago, Ill.

BE AN ADVERTISING WRITER. Learn in spare hours by mail. Practical, simplified course gives you the essentials in the quickest time. Copywriters and advertising managers make big money. Trained men and women wanted everywhere. Write for details. Allen B. Russell, 1101 Biting Bldg., Wichita, Kansas.

Use **ELCO BUTTERFLIES** among the flowers in your window display. Something entirely new. Real butterflies specially prepared for decorative use. Their novelty and exquisite beauty make them very attractive. S. C. Carpenter, 62 South Whitney St., Hartford, Conn.

DISPLAY MAN WANTED AT ONCE—An exceptional position is open to competent and dependable display man who can handle displays for high class store carrying women's specialties. Address, Max H. Reiser & Co., Columbus, Ohio.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS



**E. J. BOYLE
& BROS.**

Manufacturer
and Jobber

Show Window Fixtures
Back Grounds
Artificial Flowers
Card Writers' Supplies

29 W. Maryland St.
INDIANAPOLIS

Index To Advertisers

American Lithograph Co..... 64
Art Window Shade Co..... 64
Artistic Wood Turning Works..... 55

Barlow-Kimnet Co.....Inside Front Cover
Baumann, L., & Company..... 6
Beaven, E. A., Co..... 10
Bodini-Spanjer Co. 44
Botanical Decorating Co.....Inside Back Cover, 49
Boyle, E. J., & Bro..... 63
Bradford, I. L., & Co..... 59
Butcher, L. O., & Bro..... 63

Caldwell, The Woodsman..... 16
Chattahoochee Floral Co..... 12
Compo-Board Company 2
Contents, Editorial 1
Craftsman Shops, The..... 57
Curtis-Leger Fixture Company.....Back Cover

Daily, Bert L..... 47
Decorators Supply Co..... 11
Detroit School of Lettering..... 62
Detroit Show Case Co..... 13
DeVoe & Reynolds Co., Inc..... 53
Dietz, E. C..... 62
Display Manager's Hand Book of Decorations.. 7
Doty & Scrimgeour Sales Co..... 61

Elms & Sellon 61
Esterbrook Pen Manufacturing Company..... 61

Feldman, L. A., Fixture Co..... 55
Frankel Display Fixture Co..... 59

Gasthoff, J. F., & Co.....8, 9
Gasthoff Fire Works Co..... 47

Harrisburg Wax Figure Renovating Co..... 62
Hatch Metal Neckband Co..... 51
Hecht Fixture Co..... 53
Hess, G. Wallace 17
Hunt-Crawford Co. 16

Imans, Pierre 6

Kawneer Mfg. Co. 3
Kichler, L. A., Co..... 55
Koester School, The..... 39

Lackner Co., The..... 51
Lyons, Hugh & Co..... 2

Mac-Morris Art Co..... 49
McKenna Brass & Mfg. Co., Inc..... 15
Melzer, S. M., Co..... 64
Modern Artificial Flower Co..... 59
Modern Art Studios 17
Mutual Flower Co..... 57

National Decorative Co., Inc. 62
Natural Plant Preservers Co..... 43
Netschert, Frank 53
Newcomb, E. R..... 64

Onken, Oscar, Co..... 64
Onli-Wa Fixture Co..... 59

Paasche Air Brush Co..... 62
Palmenberg's, J. R., Sons, Inc..... 41
Pittsburgh Reflector and Illuminating Co..... 57

Rauch, F. A., Co..... 63
Rumbley Co., The..... 14

Schack Artificial Flower Co.....4, 5
Service Artificial Flower Co..... 51
Show Window Backgrounds 45
Successful Retail Advertising 45
Sobel's, David, Sons 10

Timberlake, J. B., & Sons..... 64

Walbrunn, Kling & Co..... 61
Wants, For Sale, etc..... 63
Welch-Wilmarth Companies 18
Window Decorative Works 64
Woodruff, D. W., & Co..... 64

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST.
CHICAGO, ILL.



HARDWOOD FLOORS
For Your Show Windows

Any carpenter can lay these floors perfectly at a small cost.
Leading stores throughout the country have installed our beautiful hardwood floors. Send for our handsomely colored catalog.

E. R. NEWCOMB
Telephone Harrison 7303
730 S. Wabash Ave. Chicago

BETTER DISPLAY FIXTURES
MANUFACTURED BY
D. W. WOODRUFF AND COMPANY



*Perfect
Equipment
Perfect
Service*

Send for Folder
860 Howard St.,
San Francisco, Cal.

S. M. MELZER CO.

Manufacturers of

Display Fixtures
Show Forms



Wax Figures
Brass Railings

915 Filbert Street Philadelphia, Pa.




Creators of the Newest Ideas in

Valances and Panels


French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO



**Best and
Cheapest
Price
Card, Stands,
Easels, Etc.**



"Jaxon" Doll Stands
Adjustable 8 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

No. 690

Make Your Show Windows Pay Your Rent



Our Line of
Period
Display
Fixtures
Will Help
You Make
Effective
Window
Displays

Many Sales Are Made on the Sidewalk
New Catalogue No. 93 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.



A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK



Valances and Shades

To Your Order for Your Fall Windows






We are specialists in French Puffed Shades and can offer exceptional values in this line. Send for our new catalog.

ART WINDOW SHADE CO.
2838 Broadway CHICAGO

Watch St. Paul, 1921—Let's Go!

This was the most costly and elaborate Christmas tree ever constructed. More than 100 feet high. It was designed and built under the supervision of E. N. McCartney, for Armour & Company, Chicago. Botanical Super-Decorations were used.



FOR the most important occasion or for the simplest event Botanical Super Decorations are best. Whether you have a great store to be beautified, or you require a few simple sprays, this house can meet your requirements perfectly.      Back of every flower we sell is the experience and skill of the most talented designers of window decorations in the world. This skill is at your service for the asking. May we assist you in planning your next displays?

We will be pleased to send you our catalog or have a salesman call upon you.

The Botanical Decorating Co.

Manufacturers and Importers of Super-Artificial Flowers and Decorations. Designers and Builders of Super-Window Furniture

208 West Adams Street

CHICAGO

Electric Flowers For Fall and Winter Displays

Electric flowers have bulbs secreted in the flowers.

Their natural beauty during the day is accentuated at night by the lighted bulbs.

An attention-compelling unit.



No. 706—Electric Poppy Vase

Contains 8 large silk California electric lighted poppies and Fox Tails. Assorted leaves in fall colors.

Trim stands 54 inches over all.

Especially appropriate for fall and holidays.

Unit complete with extra electric bulb, plug, and 5-foot cord—\$33.50.



No. 701—Electric Rose Basket

An all-season trim of 8 beautiful pink roses.

Muslin flowers and leaves.

12 inches in diameter.

Unit complete with extra bulb, plug and 5 feet of cord—\$16.75.



No. 707—Electric Poinsettia Basket

A Christmas trim with red velvet poinsettias and green leaves. In harmony with holiday displays. Electric lights show poinsettias a beautiful red.

36 inches over all.

Unit complete with extra bulb, plug and 5 feet of cord—\$23.50.

Our stock of artificial flowers ranges from the beautiful silk, French imported flower, to the paper domestic flower. Paper flowers are used for large area decorations while the silk and muslin flowers are for choice groups or prominent positions.

Baskets and Seasonal Foliage of All Kinds

Curtis-Leger Fixture Company

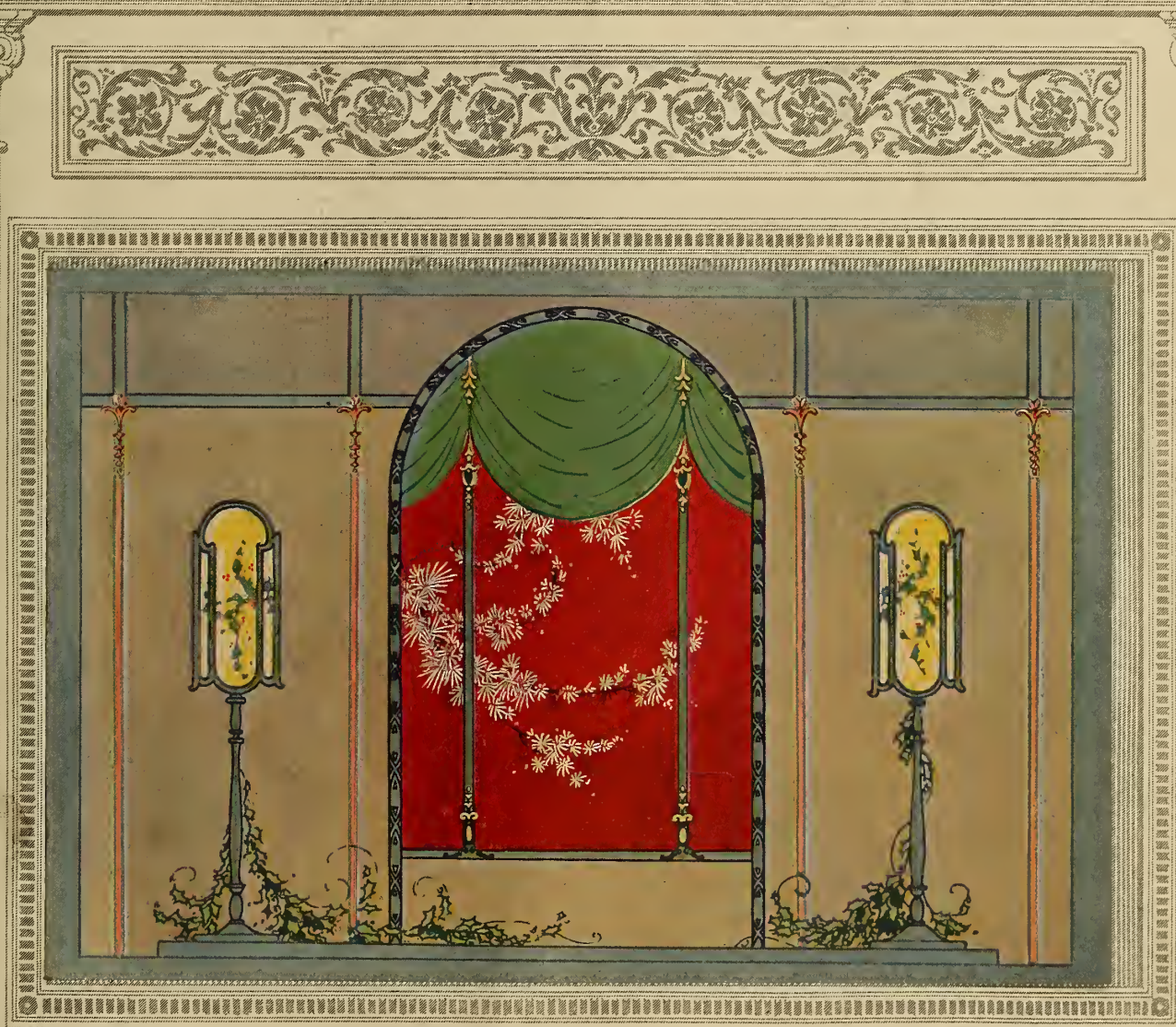
237 West Jackson Boulevard

Est. 1869

CHICAGO, U. S. A.

Merchants Record and Show Window

December, 1920





To meet the continued growth of our Organization, it has been found necessary to increase our staff of Executive and co-workers.

We are pleased to announce that we have induced Mr. D. R. Mowerson to join us and so strengthen our positions as the leading Display Equipment House in the world. He will become Sales Manager, and will assume his new duties December 1st.

Mr. Mowerson is so well known to Display managers and big merchants everywhere that he needs no introduction. He was for many years with the J. R. Palmenberg Sons Co. In bringing to our aid his valuable services at this time, Mr. Mowerson realizes that he has the crowning opportunity of his career and that he is backed by a House that will enable him to use his expert knowledge and training and make good in every sense of the word to his friends and customers by prompt delivery of the highest quality Equipment, always at the fairest prices. As manufacturers of the best that can be produced in Display Equipment in Wood and Metal, and with our unapproachable lines of Wax Figures and Papier Mache Display Forms, we can assure Mr. Mowerson the necessary support. His many friends will be much gratified to learn of this important advancement in his career.

Mr. Mowerson extends to all his old friends a most cordial invitation to call upon him. His new headquarters will be in our Uptown Exhibition Rooms, in the Hotel Imperial.



**724 BROADWAY
NEW YORK**

*Makers of the Famous Mannequin Products
THE Display Forms*

New Uptown Exhibition Rooms

1244 Broadway, Imperial Hotel Bldg.,
at 32nd St.

Offices also in
Boston, Mass. Pittsburgh, Pa.
52 Chauncey St. 137 Seventh St.

Factories:
Rochester, N. Y.
New York, N. Y. Holyoke, Mass.

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
5001 Woolworth Bldg.
New York City

Published by

The Merchants Record Co.

Publication Office
5707 West Lake Street
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid
United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries . . . \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less. (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 5707 West Lake Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

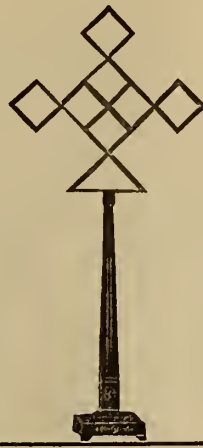
Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLVII

NUMBER 6

Contents for December, 1920

	Page
Modern Stock Equipment - - - - -	13
A Holiday Interior Treatment - - - - -	16
Notes from New York - - - - -	18
By F. F. Purdy	
January Sale Windows - - - - -	24
Palm Beach Displays - - - - -	26
Arguments for the Ad-Man - - - - -	30
Sale Windows - - - - -	32
Advertising Furs - - - - -	32
Our Monthly Contest - - - - -	33
Our Service Department - - - - -	33
How to Make Show Cards - - - - -	34
By G. Wallace Hess	
Hardware Specialty Displays - - - - -	37
By W. Guy Warner	
International Association of Display Men - - - - -	42
St. Paul, the Convention City - - - - -	44
St. Paul as a Business City - - - - -	45
Minneapolis - - - - -	49
To the Ladies of the I. A. D. M. - - - - -	48
Free Employment Service - - - - -	48
Dayton Association of Display Men - - - - -	50
Evolution of Display - - - - -	52
By John H. Graham	
Who's Who in the Profession, J. B. Schooler - - - - -	56
For Our Advertisers - - - - -	58
Index to Advertisers - - - - -	63



MAKE BUYERS OUT OF PASSERSBY

Hugh Lyons period display fixtures continue to grow in popularity because they lend beauty and attractiveness to the display window.

If you have not received our catalogs showing our Adam, William and Mary Chippendale and Queen Ann designs, we will be pleased to send them to you.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
 NEW YORK SALESROOM 35 W. 32nd. STREET
 CHICAGO SALESROOM 234 S. FRANKLIN ST.

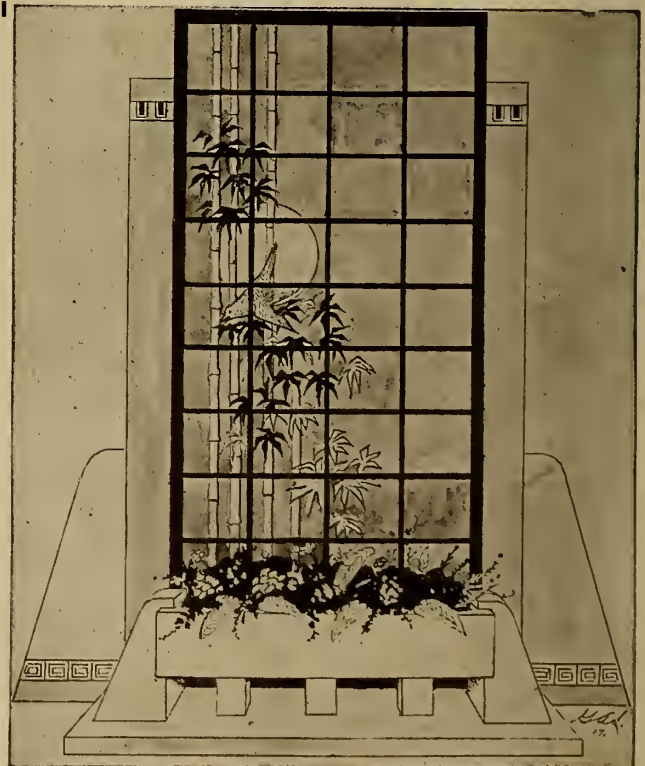
COMPO-BOARD

To get the desired effect (see illustration) and to build substantial, attractive, artistic show window backgrounds, nothing can take the place of COMPO-BOARD. Good plan to have a supply always on hand.

Compo-Board is built with kiln-dried wood slats as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently will not warp, buckle or split.

Send for sample of Compo-Board.



Compo-Board Company

1404 LYNDALE AVE. NORTH
 MINNEAPOLIS, MINNESOTA



Kawneer

SOLID COPPER

STORE FRONTS

Give Your Merchandise a Chance to sell itself through proper display. Kawneer Store Fronts have solved display problems for more than 100,000 successful merchants. They provide show windows that permit merchandise to tell its own story.

Your merchandise will draw sales into your store if you give it a chance to talk.

Let us show you how a Kawneer Store Front on your building will boost your sales by drawing more and more people into your store.

Every Merchant Should Have a Copy of this Valuable Book

THE
Kawneer
COMPANY

NILES MICHIGAN

The
Kawneer
Company

2102 Front Street,
Niles, Mich.

Please Send Me a Copy of Your
New BOOK OF DESIGNS

Name

Address

Just Tear Off Conpon and Pin It to Your Letterhead

Watch St. Paul in 1921—Let's Go!

But in the meantime assure prompt delivery of some decorations for the early "Spring Showing" or "White Sale"—ORDER NOW.

HERE ARE THREE FAVORITES

Beautiful
Effective
Inexpensive



No. B2462. Almond Blossom Spray.

26 inches long, 6 sprigs to spray. Dainty for spring. Small blossoms, smaller toward ends, shaded pink to almost white.

Per dozen sprays.....\$ 5.00
Per gross sprays..... 55.00



No. B4257. Flower Strands.

3 feet long, in all colors. Strands shaded from dark to light.

Dozen\$ 1.50
Gross 15.00

Any Color
Dainty
Delicate



No. B3113. Cherry Blossom Spray.

Wonderfully dainty, Japanese blossoms and buds. Much admired. Fine spring foliage. Size, 22x17 inches.

Each.....\$0.75 Dozen.....\$3.25

Write for Schack's New Free Publication

"The Secret of Successful Window Displays"

THE SCHACK ARTIFICIAL FLOWER CO.

1739-41 MILWAUKEE AVENUE,

CHICAGO, ILL.

THE DECORATORS SUPPLY COMPANY



Y the Window Display you indicate to the passer that the merchandise, service and environment are of high standard.

You can have the *Best Patronized Store* in the community if you equip with our *Distinctive Fixtures*.

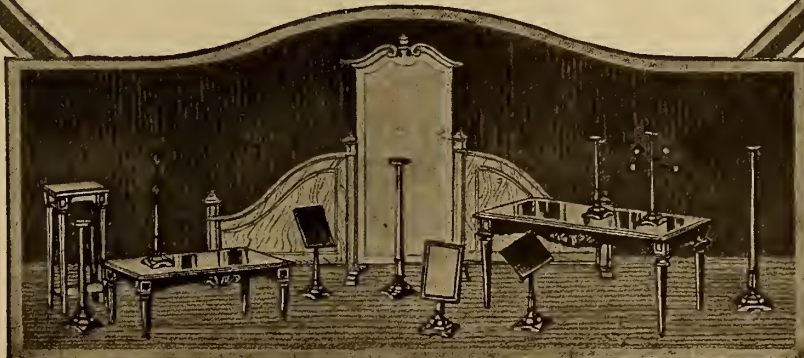
A splendid exhibit of modern display fixtures will be made by us at the Milwaukee Convention of the National Shoe Retailers' Association, January 10, 11, 12, and 13. If you attend this big meeting, do not fail to visit our wonderful exhibit.

Write for Our Catalog "W"

THE DECORATORS SUPPLY CO.

ARCHER AVENUE AND LEO STREET
CHICAGO, U. S. A.

*The fixtures
shown are
on Correct
Gothic
Lines*



Two Wonderful New Books for Display Men

THE ARTS OF MYSTIC JAPAN

IN TWO VOLUMES

By Leslie S. Janes

PRICE \$5.00 PER VOLUME

Each volume filled to the brim with designs you can use.
Read these comments.

T. Guy Duey, Secretary I. A. D. M. and display manager
for Wurzburg's, Grand Rapids, says:

This is the most comprehensive and satisfactory treatise on Japanese Art I have ever seen. It is filled with practical suggestions that can readily be used in the show window to create exquisite effects.

J. W. Foley, former editor of M. R. & S. W., and president
The Craftsman Shops, Milwaukee, says:

These volumes constitute a remarkably satisfactory treatise on the wonderful decorative art of Japan. Hundreds of unusual details are illustrated. This work should prove of the greatest practical value to the display man.

Then there is included with each volume a beautifully
lithographed chart showing twelve complete color schemes
typical of Japanese decoration.

Either book is complete in itself. Both offer a fund of
information you will never exhaust.

The
Mer-
chants
Record
Co.,
5707 W.
Lake St.,
Chicago, Ill.

Gentlemen:
Send me Volumes I and
II of "The Display Manag-
er's Handbook, Japanese
Series, for which I enclose Ten
Dollars.

Name


Address

City

State

The Merchants Record Co.

5707 West Lake Street
CHICAGO, ILL.



A Beautiful Japanese Decoration in Your Windows for Spring

And what could be better? Every suggestion offered in the sixteen plates in each book is entirely practical and absolutely true to the Japanese style. There is a short history of the arts of orient incorporated in each book, each covering different phases and the color schemes suggested offer a ready source of inspiration for the decorator.

These books are indispensable to any display man. They are wonderfully conceived and executed. They mark distinctly a forward step in the designing of period backgrounds, fixtures, furniture, and accessories as applied to display work.



AS KROES



H. A. GREEN

Merry Christmas

and a

Happy New Year

to the

Displaymen of the United States and Canada



A. J. ABRAMS

With the close of our first year in business, we wish to express to our friend, the Displayman, our sincere appreciation of the favors he has extended to us and which we have tried to deserve. For the coming year we will try to serve you even better than we did last year. Already we are working on a splendid line of really new designs and you will find our values and service the best in the market.

Our new catalog in full color will be ready for you January 15. Send us your name today and you will receive one of the first copies off the press.

Watch St. Paul in 1920—Let's Go!

The Modern Artificial Flower Co., Inc.

840 North Ave.,
CHICAGO



Copyright 1920

Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Statuary in Wax

CHEVALIER OF THE LEGION OF HONOUR

BEWARE of copies of my models and sold as French Wax Figures. Either in models or execution of same, my own work is quite different from all other similar productions and is the only one having true Parisian style and "chic".

Do not accept figures which do not bear my signature stamped in the wax.

Ask for my illustrated catalog No. 24, sent free on request.

Orders received through the medium of Paris Commission houses.

10 rue de Crussol

Paris, France



*The kind of window settings we build,
require time and thought in their
planning—and they show it*

*If you are considering an out of the ordinary
display for next spring, let us start with the plans
at once.*

*We can prepare sketches and submit figures that
can be considered at your leisure.*

*By starting early we can give you the best of un-
hurried service. We believe we can assist you to
better looking and better selling windows.*

*We know we can convince you that it costs no
more to have really good displays than it does
for ordinary ones.*

*Write us today while the thought is fresh in your
mind.*

The Bodine-Spanjer Company

Designers and Manufacturers of Decorative Settings for Show Windows
1160 Chatham Court - - - Chicago



EZY-BILT WINDOW BOARD

Gives Better Results at Less Cost

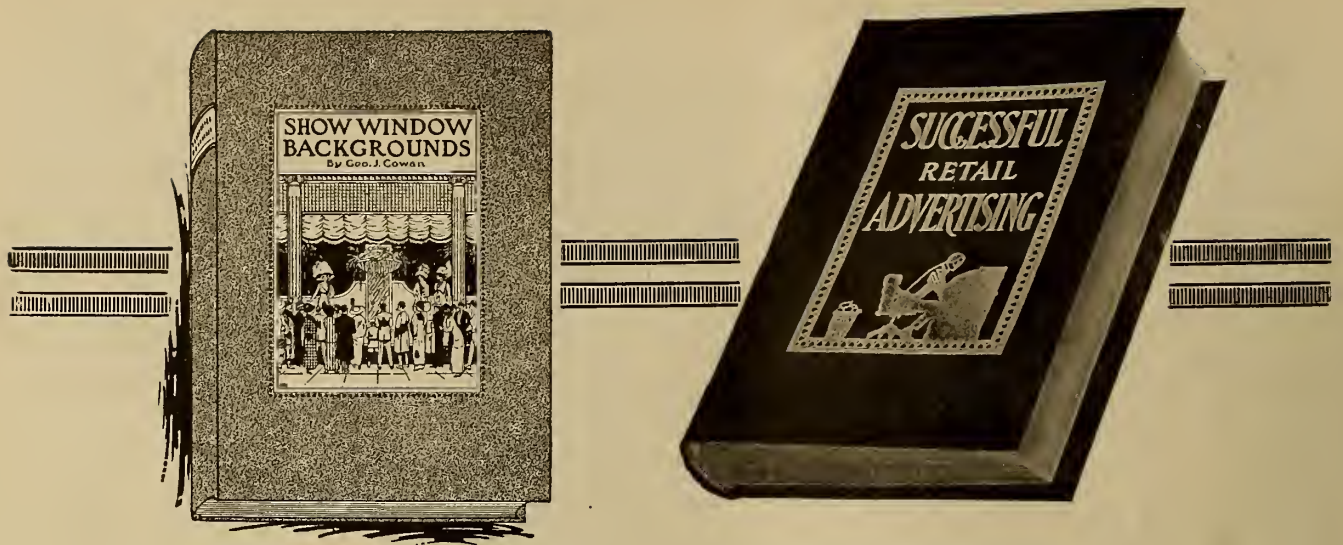


EZY-BILT costs less and gives better results than other more expensive boards.

Its low cost and the fact that it can be used over and over again makes it the most economical window board "buy."

It is used and endorsed by the leading displaymen. You, too, will be surprised at its unlimited possibilities.

THE HUNT-CRAWFORD CO.
COSHOCKTON, OHIO



THESE 2 BOOKS ARE NOW READY TO SHIP

The entire stock of the above books was destroyed by fire early in the year and we now announce newly printed editions. They represent the Best Books on the subjects in their respective fields.

Show Window Backgrounds

By GEORGE J. COWAN

President of the Koester School of Window Trimming,
and Editor of "Window Trimming Monthly"
of the Reporter.

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations.

Price \$2.50

Successful Retail Advertising

This large book (one of the largest Advertising books published) of nearly 500 pages is devoted exclusively to the subject of Retail Advertising. Other books are of little value to merchants because they treat on general advertising, having to do with Advertising Agencies, National Advertising for Manufacturer and Jobbers, etc. What you want is a book designed for your use—and this is what we give you.

Price \$3.00

Books are sent postage prepaid. Remittance must accompany all orders.

FOR SALE BY

THE MERCHANTS RECORD CO.

5707 West Lake St., CHICAGO

Feldman's Humanized Wax Figures are in a class of their own



Every Feldman Figure is an original model, perfect in sculpture and finish. They are the best of American products.

All of Feldman's Wax Figures have a human charm and personality that gives character and distinction to any garment that may be shown upon them. They are the aristocrats of wax figures.

OUR CATALOG is worth sending for

In our latest catalog you will find a remarkably complete line of Feldman's Humanized Wax Figures for showing all lines of wearing apparel. It also shows fixtures of every description for every purpose. We also manufacture valances, artificial flowers and many original novelties.

FELDMAN FIXTURE CO.
22-26 W. 30th St., New York

Put Life and Color in Your January Displays—It Will Pay!

Attractive display counts for as much in January as it does at any other time. Use some of our inexpensive flowers to liven up your sales windows.

We have a big line of flowers that are moderate in price but which will give your merchandise the setting that shows it off to the best advantage.

Baumann flowers for your White Sales displays will give real class to your windows.

Decorations for Palm Beach Displays

We have a splendid line of high class southern and tropical flowers and plants for decorating windows or departments showing apparel for winter tourists—Write us today about this line.

L. BAUMANN & COMPANY—FLOWERS

We Carry the largest stock of Artificial Flowers in America

357-359 W. Chicago Avenue

::

Chicago



When She Sees She Buys

When she doesn't see she goes elsewhere, saith the Oracle.

Welch-Wilmarth Method in Merchandising store equipment insures that she **does** see—focuses the **interest** your advertising has aroused into **action**—converts the **prospect** into the **customer**.

Welch-Wilmarth planned stores have a personality. Has your store a personality? Are **part** of your goods shown **some** of the time, and **some** of the goods **part** of the time? Exactly! Welch-Wilmarth stores show **all the goods all the time**.

Right now is the turning point of your business—of every merchant's business. Set the example **your** customers will follow—spruce up—move ahead. Basic conditions are sound. Do it now!

WELCH-WILMARTH COMPANIES

Grand Rapids, Michigan

BRANCH OFFICES:

Chicago
Pittsburgh

Boston

St. Louis

New York

Minneapolis

Denver

Philadelphia
Salt Lake City

MERCHANTS RECORD *and* SHOW WINDOW

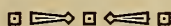
VOLUME XLVII
NUMBER 6

DECEMBER, 1920

Single Copies
Thirty-five Cents

Modern Store Equipment

Approved type of fixtures installed by the Goldring store of Shreveport, La.—Glass enclosed cabinets and convenient sectional shelving facilitate showing stock to best advantage and make buying and selling easier—Coats and suits kept in perfect condition on hangers—Other stock protected from unnecessary handling



THE matter of selecting, buying and installing a set of fixtures for a modern store is a decidedly simple matter today compared with what it once was. Furthermore, it is practically impossible to make a serious mistake in equipping the store. The reason for this is that store fixtures are now practically standardized.

Years ago the designing of store fixtures was a haphazard matter that was governed largely by the personal ideas of the individual merchants who used them. As a result no two stores had the same kind of fixtures. In the smaller cities the local carpenter, with suggestions from the merchant designed and built the equipment with the exception of the show cases. Consequently, the installation of a new set of fixtures was a much more momentous undertaking than is now the case.

Store fixtures, today, are designed and built by specialists and, no matter from whom the merchant buys them, they will be much the same in their general characteristics. This is true because the collective wisdom of hundreds of the cleverest merchants has been combined with the experience of the most expert store architects and fixture builders in devising what may be termed standard store equipment. There may be differences in finish and minor details, but that is as far as the difference goes. In other respects they are alike.

For example, a merchant in San Francisco who opens a new women's ready-to-wear store, 25x100, carrying a general line worth \$25,000, will get practically the same fixtures and arrange them in the same general way as a merchant opening a store of

the same size and similar stock in Boston. There may be some differences, but they will in most cases be of a minor nature. This is because the handling of merchandise in a retail store is now done on what may be termed a scientific basis founded upon a general consensus of opinion. Experience has taught that shelving of a certain height, wall cases of given dimensions are best for carrying certain lines of merchandise. This is not the opinion of one man—it is the experience of hundreds.

Modern store fixtures are designed with three things in view: to accommodate the merchandise; to care for the convenience of the public and to assist the salesman in his work as much as possible. As a result, modern fixtures simplify merchandising to the extent of displaying and caring for stock better and making it possible to serve the trade more easily and to the better satisfaction of the customer.

Appearance is another important consideration in modern store equipment. Throughout the best stores of America will be found a general style from which there is little variation. This is a richly simple treatment that is in no sense ostentatious. The decorative treatment, if any, is modest and dignified.

The new store of D. Goldring in Shreveport, La., is an excellent example of modern high class treatment for a ready-to-wear department. This recently equipped store occupies the entire second floor of the three-story Regent building. The room is 40x150 and the lines carried are women's, misses'

and children's ready-to-wear. The photographic reproductions illustrating various views of the room show how well this stock is taken care of. Although a large stock is carried, it will be noted that there is an abundance of floor space for the convenience of customers.

Practically all of the garments are carried on hangers in modern glass-enclosed cabinets of a highly convenient type. These cabinets not only keep the garments in perfect condition but they greatly facilitate display. In selecting a coat or suit the customer usually has in mind some particular pattern which is readily located if it is in a stock kept in cabinets of this type as every garment can be brought into view in a moment. The advantage of this feature in making sales is obvious.

In the Goldring store, as may be seen in the illus-



GLOVE DEPARTMENT IS SHOWN AT RIGHT



SHOWING MODERN CLOTHING CABINETS USED IN GOLDRING STORE



VIEW OF SHOW CASES AND SHELVING

trations, the cabinets are placed some distance from the wall and the space back of them used to good advantage for fitting rooms, offices, extra stock, etc. By this arrangement, the walls are given a symmetrical contour and the rows of cabinets are made to serve the purpose of necessary partitions. The space above the cabinets is amply wide for display space and is used for that purpose in some stores.

In one of the smaller illustrations it will be noted that some of the cabinet sections are used for display cases in which costumes are shown on wax figures. Other wall sections, identical in height and general finish with the clothing cabinets, are used for shelving, drawers, etc. It will be noted that while practically the entire stock is in plain view, everything is protected from dust and dirt by tight plate glass doors. In this installation, to pre-



THIS IS THE HANDSOME DISPLAY WINDOW OF THE NEW GOLDRING STORE

serve uniformity, the wall treatment is the same throughout the store—if cabinets are not used in any space, the wall is covered by a mirror, woodwork, etc. This makes an even cornice effect practically all around the room.

The central shelving that is placed down the middle of the store and surrounded by show cases is built in glass enclosed sections each of which is designed to accommodate a certain class of merchandise. In most of the sections, sliding trays are provided. These are a great protection in the handling of merchandise in addition to economizing space. As everything is in full view of the salesperson, as well as the customer, a great deal of time, trouble and the handling of goods is saved in making a sale. The show windows in this store are of the most modern type and play a big part in displaying the stock. In one of the smaller pictures may be seen the glove counter which is equipped with a shallow case on top for the display of dress gloves and allied accessories such as mesh bags, etc.

The walls of this store are finished in ivory and

the ceiling is in cream. A handsome plain green velvet Wilton carpet covers the floor and all of the cabinets and other woodwork are in rich mahogany. An admirable lighting system is used as may be judged from the photographs which were made under the store's lights. In all respects, this is a model store in which the equipment is such that buying and selling are made easy for both customers and salespeople. A maximum of stock is displayed in a minimum space and an abundance of aisle space is left for the convenience and comfort of shoppers.

The show window is of the most improved construction with the background finished in mahogany. The photograph shows this window, which is of irregular shape, dressed for the opening display. From this exhibit may be seen the high class of merchandise carried. Dave Goldring, formerly of Weiss-Goldring, Alexandria, La., is the owner of this department, which is being given a warm welcome by Shreveport people.



A Holiday Interior Treatment

By L. F. Dittmar

THE suggestion illustrated here may be helpful to those who are interested in a decorative treatment to be used over elevator doors or elsewhere in the store where wall space permits. This scheme of decoration is quite simple yet it has the true Christmas spirit and the effect was quite satisfactory.

A simple scroll design, painted white and covered with snow tinsel was placed to encircle the clock. Above was placed an 8-foot garland and below was fixed an 18-foot garland against the wall. The garlands were of light green holly interspersed with white foxtails. Red poinsettias helped to carry out the holiday color scheme.

The column treatment and decorations along the main aisle of the store were unusually pleasing, although they were in dainty tones that were difficult to reproduce photographically and, as a result, do not

glistening frost. This effect was enhanced by the perfectly smooth surface of the columns.

The picture of the elevator decorations also shows the details of the archway treatment of the columns along the main aisle. Horizontal arches extended out from opposite columns, being supported by scroll work brackets. All of this structure was white and covered



SHOWING DECORATION OF ELEVATORS BY MR. DITTMAR

show up strongly in the illustrations. The columns, from close to the ceiling down to within a few inches of the shelving, were covered smoothly with canvas. This was painted white and covered with mica crystals or artificial snow. While the effect produced was by no means spectacular, it was exceptionally effective as each column appeared as a solid, smooth pillar of



A CLOSE-UP SHOWING COLUMN DECORATIONS

with glistening imitation snow. Sprays of red holly intermingled with white foxtails were used to brighten up the scrolls and the arches were connected by an 8-foot festoon above and an 18-foot one below.

The Christmas trees, one of which appeared on each column, were made of green ruscus. The frames were shaped from thin strips of wood and covered with poultry wire to which the ruscus was applied without trimming. This gave the trees a rough, natural effect rather than the symmetrical, conventional appearance generally used. The trees were illuminated by miniature Christmas tree lamps in series of twenty-four. Wallboard was used to build the urns that supported the trees. These were painted green to conform with the general color scheme.

Looking down the main aisle of this store one could



SUIT DISPLAY BY W. YEAGER FOR WOLF GREISHEIMER & SON, BLOOMINGTON, ILL.

not fail to be impressed by the genuine holiday spirit as expressed by these decorations in red, green and sparkling, snowy white. The hanging garlands made a pleasing archway and the red and green holly combined with the dazzling white columns made a simple decoration suitable for a store of the highest class.

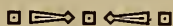
GIMBEL'S in Milwaukee is featuring a Chinese Room in which they have transplanted to their store a quaint and interesting bit of the Far East. Every detail has been handled in the true Chinese spirit and the result is most attractive. This room is devoted to the sale of Christmas gifts.



FIRST PRIZE WINNER CLASS 16, LIMIT IN I. A. D. M. CONTEST BY KARL AMDAHL, SPOKANE, WASH.

Notes from New York

Now is the time to put up a good front—Live window displays will help to establish confidence and get buying back to normal—Producing a buying atmosphere—Systematizing the show window department—A record of efficiency—Holiday displays in the big stores



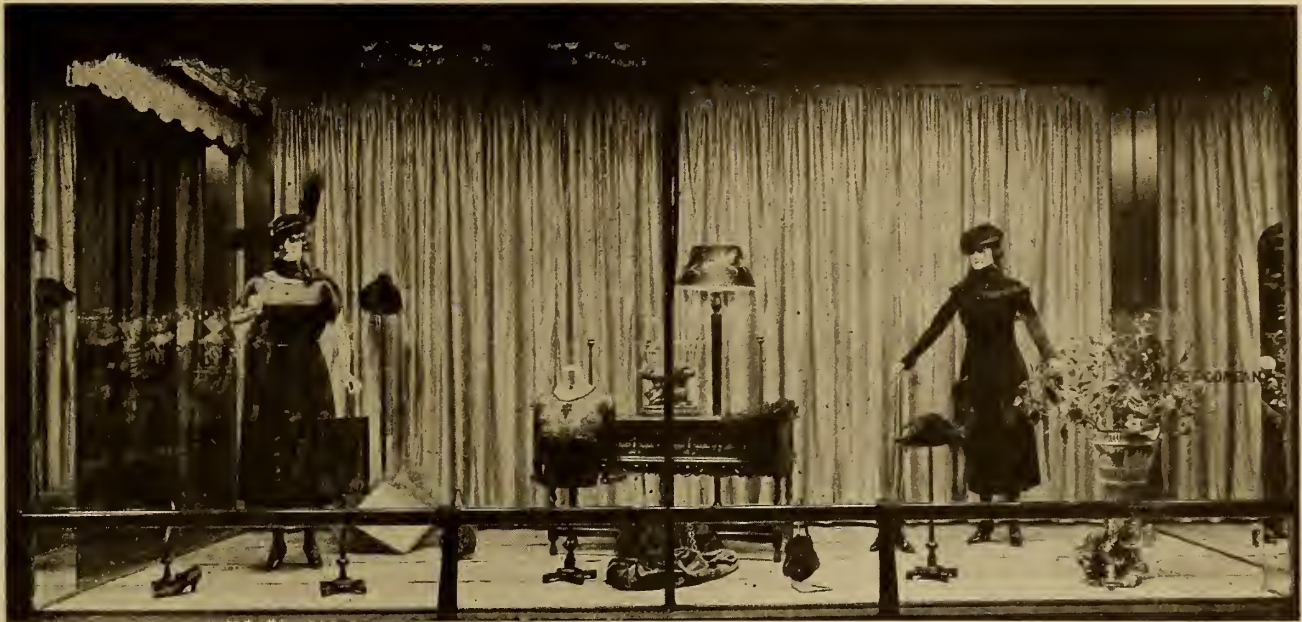
By F. F. Purdy

THIS is the time for the department store to put on its best smile, and to do its full share in getting the public right back into its normal buying attitude. This view is generally accepted by far-seeing merchants, many of whom are encouraging their display managers forward in unusual efforts, and authorizing necessary expenses for installations of new fixtures and accessories to produce fine effects. The fixture people testify to a gratifying placing of orders by many, for use considerably in advance; notably for the January white sale, the clearance sales of the same month, and openings of lines for southern wear. This experience, of course, is not universal. There are instances where the management of department stores find it necessary to curtail their operations, and cut their display managers down to strict necessity. But these instances, happily, are not numerous. In fact, there have recently been completed

here new installations of fronts at McCreery's and Abraham & Straus' especially that are ahead of anything of the kind for a long time. It indicates an appreciation on the part of merchandisers that the "buying atmosphere" must be carefully and constantly stimulated. We often hear the remark, "This is no time to put out a poor exterior. The finer and snappier the front, the better." And investigation would indicate that, while merchants have been sitting on the lid pretty strongly when it came to laying in merchandise for sale in their various departments, when it came to fixtures, flowers, etc., needed by their display managers, they received far more consideration in authorization of purchases than the average buyer. The public is in a captious and critical mood. Never mind from what cause, or who is to blame. "The voice with the smile wins," and the smile must be kept on the front of the stores without fail, and the best possible



A LINEN DISPLAY BY HENRY A. REMILLARD FOR MCAUSLAN & WAKELIN CO., HOLYOKE, MASS.



A FASHION DISPLAY BY F. B. WALDO FOR C. F. HOVEY CO., BOSTON

windows are strictly in order, and must be produced. That is the verdict here, and the New York windows substantiate this assertion.

Putting Up a Front

Further, the department stores realize that they have a function and a duty in leading the way toward a confident resumption of buying by the public, as well as an encouragement in the continued production of merchandise by the manufacturer. All the way up, as prices advanced, speculators and jobbers accumulated more or less stocks of all sorts of merchandise, that appreciated on their hands—but suddenly, the end of inflation came, down went the prices, and the speculators were left with their caches of goods which they are now trying to sell at all kinds of discounts, some as low as 50 per cent of their cost. Merchandisers are taking in some of these jobs as well as giving orders to manufacturers for new goods, to be made up, and the low prices of speculators' holdings indicate that they must be absorbed before there will be a full resumption of manufacturing in some commodities.

But several department stores, in view of the notable hesitancy in buying of merchandise, have taken the initiative and sounded a note of confidence, houses like Gimbel Brothers, of New York, and The May Company, of Cleveland. The Gimbel organization is reputed to sell some \$75,000,000 worth of goods a year in their New York and Philadelphia stores. They make this statement: "Labor must be kept employed. Mills must be heartened by real orders, to set in motion wheels already stopped and to speed up those that are running. No sane manufacturer will now make up goods without orders. But a start must be made some-

where to re-establish business and confidence—the pessimist will create worse havoc if the optimist does not prevail over him. Our buyers are in the markets placing orders for a normal spring business in such lines as the producer can feel safe in standardizing his prices."

Producing a Buying Atmosphere

The foregoing is the gist of a longer and stirring statement, designed to set a contagious example, which is good to see followed in an increasing number of cases. And in the midst of the present merchandising perplexities the display managers may take satisfaction in noting the important and highly useful part they may play in producing a buying atmosphere by putting up handsome windows and at the same time displays which are potent in selling goods, for the largest possible movement of merchandise is imperative at this time.

The breadth of the scope of the display manager seems now to be restricted only by his ability and ambition. Here is John Beyer, display manager at McCreery's, who returned the middle of November from a western trip, and who took in all the good things in his field in Chicago, and seems to have gone specially to take in the results of industrial democracy as practiced by the Packard Piano Co. at Fort Wayne, Ind., in company with Mr. Forbes, of the McCreery talking machine department. McCreery's are pioneers, in putting real money right into the finest window displays, and in introduction of industrial democracy into their store, as a far-sighted means of securing the best results from a contented and ambitious store force. Every once in a while a McCreery man goes out to investigate some notable result in this line. Mr. Beyer was

much pleased with what he saw. He says every employee in the Fort Wayne plant seems to be an efficiency man, and some have doubled their output on their own initiative since the introduction of the system. They are working *with* the head of the house, not *for* him, is the theory.

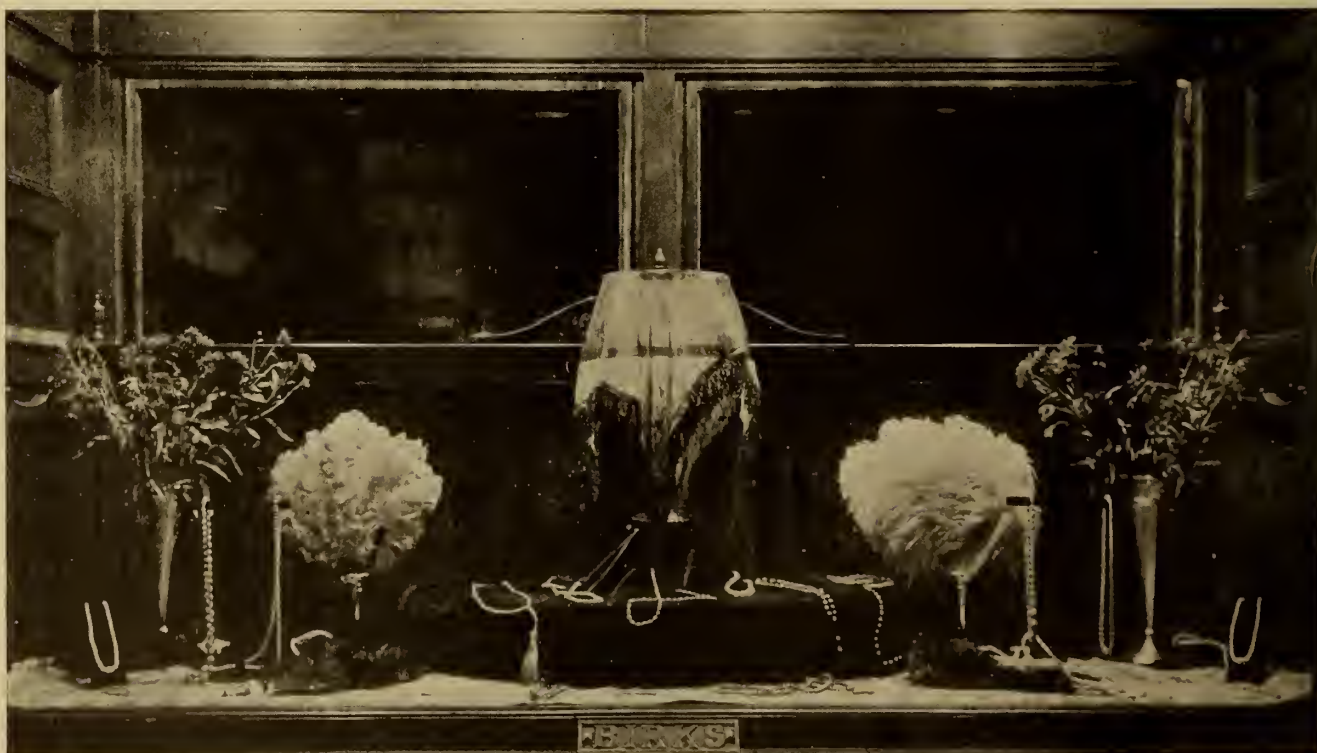
Organized Display

It is interesting to note that this system of industrial democracy has a direct relation to the McCreery display department. Mr. Beyer reorganized this department on coming into his new quarters, which we described in a recent number. A chart was drawn up indicating the relation of all members of the staff to the head of the display department and to each other, and to show the line-up for organization and efficiency. The final ideal is to have a man to head each section, each group being in charge of an expert in the line. Thus the staff would be divided along the lines of their special skill, as one man might be a wonder at flowers and know or care little about trimming cases. One section of the chart notes the "Outlet department," which takes charge of all the inquiries from outside display men, movie people, etc., regarding materials used in the windows, and which are often wanted by people who have seen them in the displays. Another section is headed "Efficiency and

drafting," which takes up ideas of the chief, draws up the sketches and works out the plans, which if approved are given to the general assistant for putting into effect, or if for the interior are given to the interior supervisor.

After the holiday rush a new system will be installed for keeping records of incoming and outgoing merchandise. One slip relates to merchandise to be sent to the windows—the other to merchandise going back to the departments from the windows. A narrow part at bottom of each is perforated, and both parts bear a corresponding number, to be torn off and to have the buyer's signature as goods are returned, and to be kept by display manager. The latter signs when notifying buyer of return of goods, buyer signing as a receipt. Slips for incoming goods are printed in black, and for outgoing goods in red. When shortages occur, the signatures are valuable.

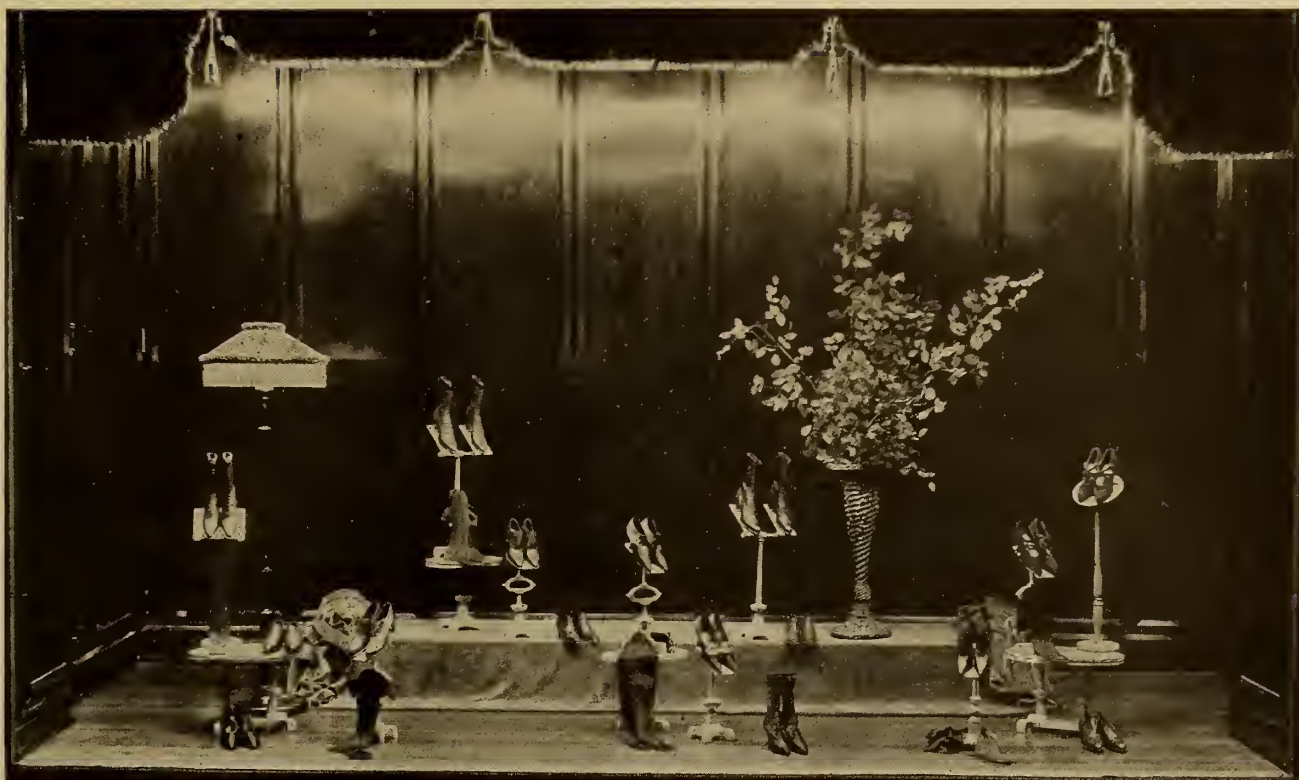
Then there is another slip, a printed schedule of work, with specific directions to each man for the different windows, etc., suggestions for backgrounds, etc. At the end of the week the men give back their slips to the chief, who enters his comments under the heading of "remarks." At end of month he can make out his monthly percentage rating for each man in accordance with the system



AN AMBER DISPLAY BY MISS A. LORD FOR HENRY BIRKS & SONS, MONTREAL.

Practically all of the items shown in this display were amber colored. The curtains and background of the window were of black velvet. The floor was of old gold striped moire silk. At the back was a semicircular platform also covered with black velvet. Tall gray silver vases filled with yellow daisies stood high at each side. In the

middle was a yellow and black table lamp, which was raised slightly above the semicircular platform. The articles shown were principally amber beads and ladies' cigarette holders, which showed up quite strikingly in this setting. The yellow ostrich feather fans gave a dashing color contrast against the black velvet curtains.



HIGH-CLASS DISPLAY OF WOMEN'S FOOTWEAR BY L. F. DITTMAR, FOR RIKE-KUMLER CO., DAYTON, OHIO.

This is an unusual display in that an extra large window is used to show less than twenty pairs of shoes. This generous use of space, the handsome wood fixtures, beautiful decorations and careful arrange-

ment made a much more effective impression than if the space had been crowded. The simplicity and dignity of this setting serve admirably to show off the high class footwear.

prevailing under the system of industrial democracy of the firm, in which a proper percentage can be calculated for various qualities of each man and his proper rating established with justice and accuracy. The advancement of any man in the store, in rank and pay, depends upon the record he has made, as shown by a system that has thus been carefully worked out throughout the entire establishment, in connection with the exemplification of the spirit of industrial democracy.

Christmas Displays

Both Mr. Weisgerber, of Lord & Taylor and Mr. Beyer, of McCreery's came out at the same time with an interesting "mirror idea." Mr. Weisgerber has two "Christmas trees" in back of one window. Each is in form of a tall triangle, of Christmas tree shape, conventionalized. The foundation is compo board, completely covered with tiny octagonal mirror plates about the size of a half dollar. The merchandise was appropriately jewelry and silverware. Mr. Beyer had two panels in each of his end windows at McCreery's. They were 11 feet high and 4 feet wide, of black velvet; and two runners, one in each window, 10 feet long and 4 feet wide, also of black velvet. One window was carried out in black, red and silver—the one at other end in gold and black. From the bottom of the panels there was a

tall, slender tree effect branching out from an urn. The leaves of the tree, the tree body, urn, etc., were all made from mirrors of different sizes. There is a border design carried out entirely of round mirrors. The rug on the floor is bordered with mirrors. There is also a special dome of solid glass design, with mirrors. The original merchandise setting was of black fur, with silver millinery and silver accessories such as bags, slippers, etc. These mirrored effects were strikingly effective and a novelty in New York displaydom.

Mr. Weisgerber is bringing out his first season's windows of goods for southern wear at Lord & Taylor's December 8. A good move, the earliest date, we believe, for a show of the kind in the history of the trade here. But it plants the seed of desire for the goods, and the thought of travel early, and hardly any too early. The results of this unusually early opening will be watched with interest. It is understood that a fine interior as well as window showing will be made.

Toyland Decorations

Mr. Vosburgh, at Macy's, had a unique decoration in his "Toyland" in festoons of light pleated fabrics in pastel shades, and getting away somewhat from the oldtime Christmas idea in store decoration. He had Santa Claus in a little toy cave, where it

was the youngsters' delight to discover him. Four large doll houses stood at the entrance, filled with dolls, and all fitted up with window boxes with plants, curtains, shades, etc.

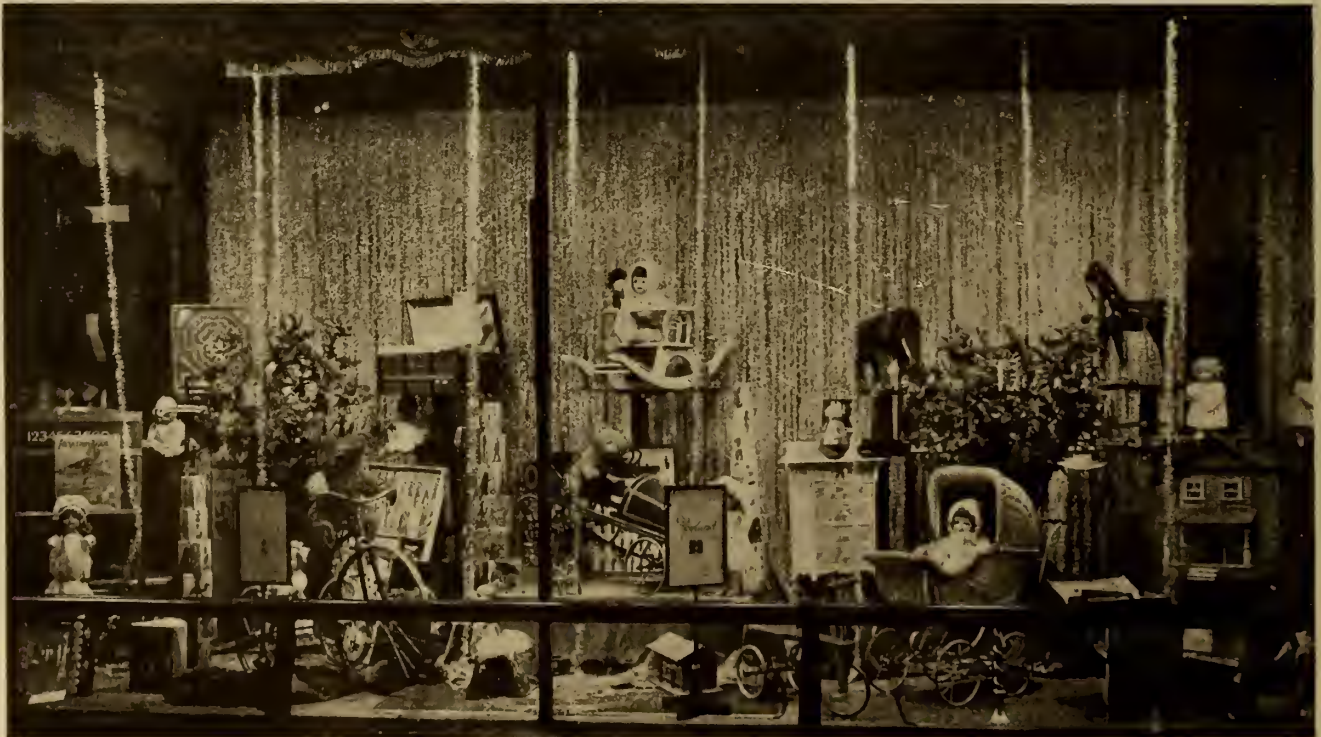
President Charles F. Wendell, of the I. A. D. M., and display manager for the J. L. Hudson Co., was one of the notable trade visitors last month. Aside from his usual errands on his frequent trips, he was looking for a couple of good assistants.

The last called meeting of the new local display men's club was called at the "Buyers' Club" at the Bush Terminal building on Forty-second street the middle of last month. There was a lot of things doing at the time, especially in connection with getting up seasonable displays, and there was a smaller attendance than had been counted upon. The December meeting has been scheduled for about the 15th, of which members will be definitely notified.

At Wanamaker's

W. F. Larkin, as usual, staged the scene in the Wanamaker toy department. Some years ago Mr. Larkin was the scenic artist in the Wanamaker display department, but he evidently had a strong mechanical knack, for he has been putting on the holiday shows in the toy department for a number of years, and which have a good deal of mechanical movement to do with them. His last, "Santa's Circus," was reputed to be the largest mechanical show in the world. His previous production a year ago, "Jack and the Beanstalk," was described in

these columns. "Santa's Circus," moreover, is reputed to be the first mechanical circus ever built. There are all sorts of things going on at the same time. Last year, Jack was the main figure, and his climbing was the main attraction. This time it would be difficult to name the headliner. There are "Bambino and Pete," for instance, trained monkey and clown, going through their antics; "Auguste LaFollie," the table balancing clown; "LaArdene," in a series of life poses; "Lane Martin," doing another mechanical stunt in connection with a pole and a tank; "LeBlonds," with their pole act, one figure holding the pole and the other being juggled upon it; then came "La Petite Marie," the circus rider, with spangled dress, riding a white horse in a realistic pose; a clown was riding around on a bicycle and doing some stunts with a pole meanwhile; Marvin's marvelous elephants were performing with cymbals and bass drum, with another elephant performing with a pole and another, last but not least, swinging an American flag; the Le-Rays, ladder balancers, came next, with quite a complex stunt in connection with three performers that was quite a wonder for arranging to be done by mechanical means; single trapeze act with a figure swinging from the legs; Hercules, the strong man, was manipulating the 500-pound dumb-bells (they must have been 500-pound bells, for the figures were printed upon them, if you could doubt); the Nikra troupe of Japanese jugglers included the star bearing a ladder on his shoulders with another Jap on



TOY SETTING WITH SOLID TINSEL BACKGROUND BY F. B. WALDO FOR C. F. HOVEY CO., BOSTON



GIFT DISPLAY BY W. K. BEST FOR TURNER EBINGER CO., MARIETTA, OHIO

top; La Vianna, the lion tamer, was in evidence, a woman in cage with the lions, who made desperate moves toward her, which she warded off with a whip; Capt. Francis and performing seals constituted another attraction, while Santa Claus in his private box "piped off" the whole circus with evident satisfaction. The many scenes given, all ma-

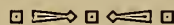
nipulated by mechanical means, lists a wonderful aggregation of events all going on at once that set thousands of children all agog. The consummate arrangement necessary show the skill of the originating brain, and the circus is the climax to a long series of notable features that have been staged by Mr. Larkin.



A HIGH CLASS CLOTHING DISPLAY BY GEORGE M. WILSON, PITTSBURGH, PA.

January Sale Windows

Do not cheapen the goods in your windows just because you have lowered the price—Attractive displays are as important in January as at any other time—Brighten up the sale window and make it different—Flowers used in a strong color effect will get results



THERE is a general tendency to make sale windows more interesting and attractive than was once the custom. Merchants and displaymen have found by experience that the same general principles apply to sale windows as well as to formal opening displays. The big idea is—*Show the goods attractively.*

To show goods attractively they must be placed in a favorable setting and, for this reason, decorations should be used in January sales windows as well as at any other time. It is not necessary to use elaborate decorations for the January windows. Something simple and inexpensive will answer the purpose. All that is needed is a little brightening up and a dash of color to set off the merchandise.

This suggestion applies with special force to displays of men's clothing or women's ready-to-wear. A

small expenditure for flowers and a little judgment in using them will prove a good investment. Elaborate backgrounds are of course out of the question for these windows but, the effect should be something out of the ordinary—something that will catch the eye and register a pleasant impression.

The general idea of decorations in the January sale window is to give the public a mild and pleasant surprise. The usual clearance sale window is as drab and colorless as the season and for this reason a radical change is sure to make an impression and arouse interest. If a really striking effect can be produced the result will be well worth the little extra work and expense involved.

Since the cost of decorations must be kept down and no pretentious setting is to be used, the best plan is to count on color for the main effect. Choose some



A HIGH CLASS LINGERIE DISPLAY BY BERT DANIELS FOR FAIRWEATHER'S, LTD., TORONTO, SUGGESTS A WHITE GOODS WINDOW



EFFECTIVE DISPLAY OF LINGERIE BY E. J. HAMILTON FOR HAMILTON'S, LTD., HAMILTON, ONT., A GOOD SUGGESTION FOR JANUARY

strong color scheme and make the most of it. For example, red is a color that harmonizes well with wearing apparel and offers an excellent opportunity for strong effects. Yellow also is a good color for this purpose and there are others than can be used.

Whatever color or combination of colors may be decided upon, the arrangement should be used to produce an eye-full of effect. Spots or masses of color in unusual arrangement can be made to produce a striking effect if cleverly handled. As an instance, use a big mass of red or any other color at one end of the window; then scatter smaller spots of the same color irregularly throughout the setting. Whatever color combination may be chosen, make the most of it, including touches on the show cards and price tickets.

Flowers used for this purpose need not be expensive as their only purpose is to express color in a pleasing way. There are many flowers suitable to use in January sales windows and special colors can be had if wanted. Any flower manufacturer can produce a special color to order at no extra expense. All that is necessary is to send a sample which will be reproduced exactly.

For the white sale display of muslin underwear the same general idea may be used, but the color effect had better be toned down to dainty tints in keeping with this class of merchandise. This may also apply

in some other lines but for most lines, the stronger the color, the better the effect will be.

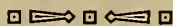
In arranging the January sales window, do not crowd. While it is well understood that it is good business to show as many items as can be displayed to advantage, there is a limit—do not exceed it. There is no use showing an article in the window unless it is presented in a way that will show off its good points and create a desire to own it in the mind of the possible purchaser. Of course there are some lines to which this does not apply. These include domestics and other standard items that are always of a known quality. Articles of this sort do not have to be displayed—to show them is enough.

Try this winter to get away from the old-fashioned way of handling January displays with prices for the only selling argument. It should be remembered that your store is on practically the same footing as every other store so far as prices are concerned. The proper basis for making sales, therefore, is through presenting your goods in the window in such a way that they will speak for themselves. January is, perhaps, one of the most strongly competitive months in the year, so why limit your window selling argument to price alone. Bring real displaymanship to bear and really show the goods. That will bring people into the store and the price argument can take care of itself.



Palm Beach Displays

The southern tourist has become an important factor in winter selling by northern stores — Display of feminine finery for warm weather makes a big impression when shown in January—A tropical display of gowns and accessories can be made profitable



PALM BEACH DISPLAYS were a good deal of a novelty a few years ago. Today they are looked upon as regular events in the winter calendar of many displaymen. The Palm Beach exhibit has grown immensely in importance during the past few years. Back before the war there were comparatively few stores that made any definite bid for the business of outfitting southern tourists. Some high class stores, principally in the East, casually advertised costumes for winter resorters and a few of them had window displays of this class of merchandise. Outside of the big cities, however, winter displays of summer goods and wearing apparel were practically unknown.

When the war stopped European travel, Americans were forced to make the most of their home resorts and, as a consequence, there was an annual winter pilgrimage to the south. This custom has grown with each passing year and next month will see many

thousands of wealthy or well-to-do people preparing for their southern trips to Florida, Cuba, California or wherever the chosen spot may lie. This custom has developed a situation that the really enterprising merchant has not been slow to take advantage of and the "Palm Beach Exposition," or whatever it may be called, is now recognized as an important event in mid-winter merchandising.

To the displayman, the Palm Beach display generally comes as a relief. Although his heavy holiday work is just past and the stress of the clearance season at hand, it is a welcome change to get away from winter merchandise and get into an entirely different kind of work for a while. And the display of feminine finery for tropical wear certainly is different from the show of the usual winter merchandise.

It is this striking difference that makes the Palm Beach display so effective and which presents to the displayman a real opportunity. The possibility of



AN UNUSUAL DISPLAY OF MEN'S WEAR BY GEO. B. SCOTT FOR THE METROPOLITAN CO., DAYTON, OHIO.

This setting represents an office occupied by three unusually life-like wax figures. At the right the secretary is operating an adding machine. In the middle is the manager, who has risen to greet a salesman. A small card near the secretary is worded: "I wonder who the prosperous appearing caller can be?" A card near the manager is

worded: "I favor Fashion Park Clothes, but this young man certainly is nattily dressed. I wonder who his tailor is?" A third card near the salesman reads: "Mr. Smith evidently buys his clothes from the Metropolitan, too." The office fittings used in this window were carefully chosen and carried out the businesslike effect of the display.



DISPLAY OF BOYS' CLOTHING BY GEO. B. SCOTT FOR THE METROPOLITAN, DAYTON, OHIO

contrast in a display of this kind is what counts and the colder and more disagreeable the northern weather may be the stronger will be the effect of the display of summer finery in a tropical setting.

So contrast is the idea the displayman should bring out in his Palm Beach window. The setting should be as summery as it can be made. Palms, flowers and sunshine are the features to be emphasized. A good painted background is a big help in giving the display the proper tone and, for this purpose, an ocean scene is frequently selected. A seascape with a sandy beach and tropical verdure in the foreground is well adapted to a Palm Beach display.

While the average displayman requires few suggestions as to putting in a display of this sort, it may be worth while to impress the fact that if a painted background is to be used for the setting, it should be a good one. This does not mean that it need be costly, but it should be painted by one who understands his business. An ocean scene is not an easy subject for the amateur artist and, if the displayman is not quite sure of his work, he should buy the scene or have it painted by some artist upon whom he can depend to secure the right effect. There are several studios that will furnish a good beach scene at a moderate price.

In a small town, a Palm Beach display in January would hardly pay, but in any city of fair size there are enough people interested to make a showing of gowns, millinery, bathing suits and summer accessories worth while, providing goods of this kind are carried in stock.

The suggestions offered by the writer are intended for the displayman who is without experience in this line. If your store has never held a Palm Beach show, and you consider your city large enough to make one a success, get busy and lay out a plan for one. Make sketches of window displays and of decorations to be

used in the section of the store where the exhibition is to be held. If you handle the advertising, sketch out the advertising that you think will be required to put the scheme over. Make this prospectus as comprehensive as possible, including window decorations, interior decorations, newspaper advertising, direct by mail advertising, show cards, etc.

Then take the complete plan to the boss and talk it over with him. If he is willing to consider the idea, discuss it from every angle, as you will want to put the show over in good style or leave it alone. First look over your field and determine about how many people in your city are likely to be interested in such an event. Then dope out the merchandising end of it—decide how much new merchandise you will have to get and how much of your regular stock can be worked in. Figure out the cost, the work and every other consideration. Against these balance the amount of business you are likely to do and the amount of advertising or prestige the exposition is likely to give to the store. Then decide whether it will pay or not.

In January, show windows will be in great demand for clearing out stocks and, if your window space is limited it probably will not pay you to tie up a window for a week with this kind of display. In that case, perhaps you can make an exhibit inside the store by decorating a section for this purpose.

Palm Beach displays, put on in an elaborate style, are highly profitable to some stores. That has been demonstrated beyond question. Whether or not an event of this sort would prove profitable for your store is a matter that will have to be decided after full consideration. If your store is to have such an exhibition, however, it is just as well to have the suggestion and the plan come from the displayman as from some other source. At any rate, it is worth thinking over.



A GENERAL PUBLICITY DISPLAY BY CLEMENT KIEFFER, JR., FOR C. A. WEED & CO., BUFFALO, N. Y.



AN ORIENTAL SETTING BY H. H. TARRASCH FOR STIN, BAER & FULLER, ST. LOUIS, MO.



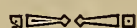
MILLINERY DISPLAY BY SAMUEL GOLDSTEIN FOR PEOPLES DEPARTMENT STORE, BURLINGTON, VT.



FORMAL DISPLAY BY L. C. MORRIS FOR GEO. L. FORDYCE & CO., YOUNGSTOWN, OHIO

Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



Men's Suits and Overcoats \$45, \$50, \$55 and \$60 Values, at \$36.50.—It is said that success in business depends largely upon ability to know when to take a loss. The most successful manufacturers in the country in men's clothing are today shouldering big losses. They "know the jig is up" as far as high prices for men's clothing are concerned. They have unloaded great stocks at considerable price concessions. But among all these garments offered at reduced prices here is a value that appears to be perhaps the greatest of them all. We have yet to hear of a value to match it—\$36.50! Think of it! Back to a pre-war price for a high-grade Suit or Overcoat. Yes, some one has had to take a loss and you are the gainer this time. Scores of weaves and patterns and colorings in both Suits and Overcoats, in many models and in all sizes to fit men who are short, tall, slim, stout or regular—and any one of them to be had for \$36.50.

Men's \$2 Soft Cuff Shirts, \$1.65.—This is surely back to pre-war prices when you can purchase shirts of this quality, make and finish for so small a price as \$1.65. They are made of fine percales, corded madrases, Oxfords and while self stripe madras, over the famous Loeser "large body" pattern, making them more comfortable and wear longer than any Shirts at a price so reasonable.

Unusually Good Suits at \$50—Values Which We Believe to Be Unequaled for Men and Young Men.—A large number of very desirable Suits have been grouped at this low price. All are of woolens which would justify a price considerably higher; and tailored according to our exacting specifications—the highest standard of manufacture known in the clothing industry. We cannot say too much in regard to the exceptional merit of the values in this great selling.

Necktie Silks, \$3.75, \$6.50.—Of course, you can make Neckties yourself. There is always a special significance and value attached to hand-made gifts. These silks offer wide selection of patterns and colors. Attractive also for vestees.

Misses' Pink Satin Corsets Very Specially Priced at \$5.—These daintily fine little corsets are certain to appeal to young girls. Every detail is in keeping, from the silk garters to the little finishing touches. These corsets are absolutely correct in line, too, designed to give perfect comfort to the active schoolgirl of today. At this price the corsets are remarkably good value. \$5.

Dainty Frilly Guimpes.—It used to be that dainty Neckwear was considered a luxury unless you could make it for yourself. Since it can now be bought at much lower prices, everyone can have the distinctive appearance which fresh-looking Neckwear gives to the costume. These are specially priced \$2.75 and \$2.95. Guimpes of white, cream and ecru net are attractively finished with lace and lace-trimmed frills. They have the underarm gore which adds greatly to making them well-fitting.

Fine Silk Blouses Priced Unusually Low, \$10.00.—Filmy georgette, lace trimmed, or Blouses of lustrous silk—all are priced unusually low in this great selling. Over-blouses, tie-on blouses and sports models are to be had in many attractive styles and color combinations. Unusual for the low price of \$10.00.

Afternoon Gowns for Women and Misses.—Afternoon gowns are taking on new importance in society these days of tea dances, daytime receptions, weddings, "coming out" luncheons and the like, when both matron and debutante are anxious to appear at their smartest. We are emphasizing our collection of lovely Afternoon Frocks of the fashionable fabrics—Velvet, Crepe Satin and handsome Wools, such as Tailored Tricotine—a range of accepted styles, each distinctively patrician, most moderately priced at—\$95.00

Christmas Hosiery.—Never has a Christmas shown such an interesting assortment of Hosiery styles to satisfy every varying taste. Embroidery, fine lace, beautiful Jacquard stripe or smart wool offer many a Christmas suggestion.

Christmas Hosiery.—Beautiful Lace Hosiery has made hosiery a more popular Christmas gift than ever. There is such a wide selection offered that every taste and pocket-book can be studied. An early section is advised while the stock is complete.

Embroidered Silk Hose.—Hosiery with novelty features always makes most attractive gifts, and is especially appropriate for holiday suggestions. We are showing embroidered Silk Hose with lisle tops and soles, in a variety of patterns, including clox, birds and flowers. Full fashioned, these are good values at \$2.75 and \$3.

New Sweaters of Soft Wool.—It is no light touch Jack Frost is using to convince us that Winter is really coming. The coziness and warmth of new Sweaters, however, make his advent welcome. The Sweater on the right is of brushed wool, tuxedo collar and cuffs of plain, fine weave, contrasting color. The other has extra-wide, brushed-wool tuxedo collar, the body of fancy weave. Specially priced \$13.75.

Silken Undergarments, Feature Lovely Qualities at Special Prices.—Simple or plain, tailored or lace-trimmed, all of our Undergarment assortments show the two most necessary requisites for every woman's approval—fine quality materials and careful workmanship. Of course, difference in the prices means a difference of quality, but you will find that every collection in the Section represents the best values that can be offered for the price. Today are offered some very special values in the following assortments:

Fascinating, New Neckwear, Assembled for Special Selling, 65c to \$2.75.—Dainty Neckwear holds such a prominent place among women's accessories, and the pieces in this collection are such wonderful values that they will be eagerly seized. There are collar and cuff sets, guimpes, vestees, fichus, modesties, stocks, and jabots. Materials are net, organdie, batiste, satin, and tricolette. From a large collec-

tion are: Four styles in Bungalow Aprons, \$1.98, regularly \$2.48. The wearing of any one of these trig looking models would seem to make housekeeping more attractive—surely it would be efficient! Fashioned of checked or striped percale and gingham—good qualities. In slipover, V neck, square and round neck styles. Some trimmed with rickrack braid.

Misses' Wraps Will Defy the Coldest Winter, Just a Few of Many Attractive Wraps Are Sketched.—When Winter comes round you need a Warm Wrap as smart and becoming as it is comfortable. This season they are "wrappy" affairs with deep collars which give warmth even in the coldest weather. The materials are soft and of excellent qualities. Sizes 14 to 20.

In the Lamp Section.—The Lamp Rooms are the most attractive little nooks! There is always either a new candle shade just in from Paris, or a Boudoir Lamp of lovely porcelain, or a new idea for Table-Lamp Bases. The rooms themselves, planned especially for the showing of Lamps in proper surroundings, are very attractive.

Waffles! Hot, Crisp, Tender Waffles!—On a cool morning, when there's more than a hint of frost in the misty air, Waffles seem particularly a fitting part of the scheme of things. Irons for baking old familiar round Waffles, of iron or aluminum, for gas or coal fire, oblong moulds for electricity.

\$4 Heavy Fleece Cotton Blankets, \$3.—Fluffy and warm in this chilly Autumn weather, when a morning is often a cold surprise and you concur with Harry Lauder's refrain, "But it's nicer to stay in bed." Fleecy soft—and blankets that remain so after repeated washing—in white, with pink or blue borders. The values are too evident upon inspection to require much sales effort on our part.

Your Luggage Is Your Passport.—Substantial, good-looking luggages assures you of interested service en route, and often secures accommodations when they are difficult to obtain. And the convenience of well-designed Trunk or Bag has more to do with the success of a holiday than you probably realize. If you are taking part in an annual Thanksgiving home-going you will be interested to see our complete displays. A new section for Trunks and Bags has been established in The Store for Men.

Quality.—So firmly is the ideal of Quality implanted in our organization, that it comes first in mind in the acquisition of merchandise. In consequence, there is nothing in this Store that savors of the cheap or tawdry. Whatever you pay, you are sure to reach the highest plane of Quality possible with that price. In this store Quality enters into every transaction.

Misses' Frocks of Velveteen, and Fine Serge, Low Priced at \$40 and \$50.—Such frocks as these and such pricings make possible the most delightful sort of replenishment at a saving which is a substantial start toward the next new frock.

Black Apparel.—It is a convenience to know that one may select an entire wardrobe of Black Apparel in a single section. The carefully chosen assortments comprise the newest modes in Suits, Wraps, Blouses, Skirts, Sweaters, Hats and Veils, and the quality of the materials is most dependable. A complete range of sizes in all garments is found.

Collars or Collar Sets, 65c to \$1.95.—The charm of fresh, dainty Neckwear is everlasting, and its becomingness unquestioned. These excellent values in satin, net and organide Collars and Collar Sets come in all the prevailing styles and are lace trimmed or plain.

Linings—Prices Adjusted to Lowest Cost of Production.—Today we begin a selling of cotton materials for linings, petticoats and lingerie—a lavish variety of plain and fancy materials—at prices unheard of for a long time. The re-lining season is at hand. The materials here, perfectly adapt-

ed to the purpose, come at a timely moment. The exceptional values offered in staple merchandise of first quality are an expression of our policy to give our customers the widest latitude for economical buying. The goods offered are adaptable to many uses not ordinarily associated with Linings—such as bloomers, camisoles, rompers, girls' gymnasium suits. They present a wonderful opportunity to create welcome holiday gifts involving little outlay. This is especially true of the Cotton Charmeuse, adaptable for camisoles, bloomers, etc. Some idea of the values:

Black and Colored Chiffon Velvet, the Yard, \$6.75.—A value of most emphatic interest is presented in this collection. Every woman recognizes the desirability of a velvet dress, its beauty, its becomingness, its wearing quality and, above all, its suitability for so many occasions. This Velvet is an exquisite quality, for either frocks or wraps, and in addition in black, always popular, there are many attractive colors. 38 and 40 inches wide. The value is one which you will feel you cannot afford to miss.

Women's Winter Suits at Reduced Prices.—The Suits in this interesting collection include the season's newest designs fashioned from lovely fabrics in rich Autumn colorings, as well as navy and black. Because there are only one or two remaining in each style, in order to clear the stocks, these very desirable Suits are greatly reduced. All are exceptional values and have sold at much higher prices. These are Short, Medium, and Long Coated Suits. They are either fur-trimmed or plain, in duvetyne, duvet de laine, velour de laine, and veldyne, and may be had in the new Autumn shades of blue and green, also navy, brown and black.

Woolen Gloves, a Most Comprehensive Assortment.—Warm gloves are as necessary in cold days as lemonade is in summer. Not only for all kinds of sports, from walking to flying, but for general utility wear nothing is quite so satisfactory as the wool glove. We are glad to announce for the opening of November an attractive collection of wool gloves at very low prices.

A Muff Is Easy to Make.—All you need to do is to add fur to the outside of a ready-made Foundation which is otherwise complete. The better Foundations are stuffed with eiderdown and lined with fine satin. All are covered in cambric to prevent the down or floss coming through. Prices, \$1.25 to \$7.50.

Corsets, \$2.48.—Pretty and practical white brocade corsets for day-to-day wear. These corsets at Monday's popular price ought to hurry out new owners. Designed in low bust models with long skirt; well boned and finished, with six garters; daintily trimmed; sizes 21 to 26.

All Millinery, on Display in the Southwest Room, 1/3 off Regular Price.—Every Hat on display in the southwest room of the millinery section, including Sports Hats, Street Hats, and dress models, will be offered regardless of former prices, at a considerable reduction of one-third. In our popular priced section Hats many of which have sold up to \$25 are selling for \$7.50, \$10.00 and \$12.50.

Bright Toques, for Wear with Furs.—Warm, glowing colors in a smart little Toque are very becoming with the soft, dark furs of Winter. Some charming little Toques are all of ostrich, while some are ostrich trimmed and decorated with a stunning pin. Gay flowers bloom on others. Many are in "Volcano," the newest shade for Winter. \$18.50 to \$40.00.

New Winter Hats with Cut Steel and Beads.—It would be difficult to find more charming Hats than those shown in the displays of new winter Millinery. Youthful in design, they suggest all that is lovely in novel trimming, in bows of fur, cut steel, jet bands and rhinestone pins.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING			
"Harmon's Journal of Window Dressing"	- -	Established 1893	
"The Show Window"	- - - -	Established 1897	
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903	
"Merchant and Decorator"	- - - -	Established 1905	

Published on the Fifth of Every Month by

The Merchants Record Company

J. F. Nickerson, President and Manager.

Edw. H. Fox, Vice Pres. and Adv. Mgr.

T. A. Bird, Mgr. Service Dept.

5707 West Lake Street - - Chicago, Illinois
City Office, Room 511, No. 163 West Washington St.

Telephones, Austin 1303 - 1304

EASTERN OFFICE: Suite 5001 Woolworth Building, New York City
Telephone 7363 Barclay

OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

****In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.**

****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

** Copyrighted by the Merchants Record Company*

December, 1920

Sale Windows

JANUARY, the month of sales is just around the corner once more and the display department can look forward to a lot of strenuous hustling from the time the christmas displays are torn out until the spring windows are in. Most displaymen regard January sales windows with small favor. Much merchandise must be shown; windows have to be changed often and there is little opportunity to do any real display work. That is one way of looking at it and, in a good many stores, it is the only way. In other stores, and their number is growing, there exists a different idea of January windows.

There is no reason why goods should be made to look cheap just because prices have been marked down, yet that is what happens during January in many stores that at other seasons are particular as to their

windows. There seems to be a rather well established tradition that in January "PRICE" is the whole thing. As a consequence, "PRICE" is allowed to run away with things and values are not given the prominence they deserve and should always have.

In many stores there seems to exist the idea that it makes little difference how goods are shown in January so long as the price is played up strongly. Flashy show cards, the bigger the better, shout prices than can be read across the street. There are big banners inside the windows and pasted on the glass outside, all of them telling of the wonderful prices and the savings that are offered. Apparently, the merchandise is made secondary to the price cards in the windows.

The effect of this way of using the windows is to cheapen the goods. Merchandise should always be the first consideration in the show window. No matter what the occasion is, the goods should be displayed to make them look their best. After all, price is only relative and means nothing except when compared with the value offered.

Practically all of the people who patronize January sales are looking for unusual values and mere cheapness has no appeal for them. It is therefore up to the display man to show merchandise in such a way as to bring out values as strongly as possible. In other words, he should use the same cards in his January windows that he would at any other season. Handle the goods carefully and don't crowd them.

This is especially true of ready-to-wear for men or women. This class of merchandise is very easy to "cheapen" in the window. On the other hand, it is not at all difficult to add a few dollars to the looks of a suit by pressing it up and bringing out all the good points in the way any clever displayman knows so well how to do. Even in a sale window it will pay to take pains.

And do not crowd the display too much. It is better to show a moderate amount of merchandise and create an impression of real values than to show twice as many and make the display look cheap.



Advertising Furs

THE custom of advertising furs under their real names is growing more prevalent. Years ago it was the prevailing custom to sell common furs under all sorts of high-sounding names that were more or less misleading according to the character of the fur. Many persons having little knowledge of furs bought muskrat or rabbit under the delusion that they were purchasing sealskin. Dozens of other plebian skins paraded under equally aristocratic names and even high class stores justified actual deception under "commercial custom."

Some merchants continue to make the most of the public's rather general lack of knowledge concerning furs but in most good stores Hudson Seal

is further described in parenthesis as "dyed muskrat;" Near Seal is parenthetically identified as "dyed corey," and so on. Salesmen are instructed to explain fully to the customer all about furs and the various processes used in their handling and dying. As a consequence, when a person purchases a fur coat, muff or neckpiece in a reputable store, he knows just what he is buying.

The same principle is true of other kinds of merchandise that once masqueraded under various commercial terms ingeniously devised to mislead. There are still plenty of fakers in advertising, especially in the larger cities, but their number is growing less with each passing year. As conscientious advertisers grow in number, they serve to enlighten and educate the buying public as to questionable trade methods and it becomes more and more difficult to mislead. After all, advertising is only of value in proportion to the credence people place in it. The truly wise merchant is he who builds up a reputation for dependability.



Demonstrating Merchandise

THERE can be no doubt as to the real selling value that lies in a practical, working demonstration of some lines of merchandise, yet many merchants take advantage of this selling factor only in a limited way as opportunity may present itself in the form of an occasional manufacturer who is willing to furnish a demonstrator. In most big stores there could be found constant profitable employment for a number of skilled demonstrators capable of showing various lines. This is particularly true of household utilities.

In the big cities, public utility corporations such as electric and gas companies have developed demonstrating into a science. Practically all of their sales of household utilities are made through clever demonstration and such sales run into enormous totals. There are many stores that could employ this principle of selling to better advantage than they now are doing.

If manufacturers' demonstrations are to be used it will usually be found more effective to conduct a number of "shows" concurrently as it is much easier to pull a crowd when a variety of interests are served. In some stores it is a custom to conduct demonstrations of this sort several times each year through the cooperation of manufacturers. These events are arranged for months in advance and generally prove highly successful in making sales.



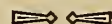
IT IS none too early to be planning spring displays. Get started early and get the plans under way. Then you will have plenty of time to revise and improve. Some foresighted display men have their plans made a year ahead.

Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington, Ill.
W. C. Grams, Denver, Colorado
F. B. Waldo, Boston, Mass.
I. H. Roy, Quebec, Canada
William H. Richardson, Sidney, Australia
Homer H. Seay, Charleston, W. Va.
John L. Stark, Portland, Ore.
A. W. Brown, Ottumwa, Ia.
Henry Sherrod, Louisville, Ky.
Fred. Ashfield, Ottawa, Canada

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.



Our Service Department

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Metal Display Fixtures...
Outside Show Cases.....	Wax Figures.....
Show Cases	Papier Mache Forms
Clothing Cabinets.....	Electric Signs.....
Elevators	Store Lighting.....
Store Seating.....	Window Lighting.....
Lace Racks.....	Show Case Lighting.....
Rug Racks	Color Matching Lamps...
Curtain Racks.....	Papier Mache Decorations.
Backgrounds, Ornamental..	Artificial Flowers.....
Backgrounds, Hardwood..	Card Writer's Supplies....
Cash Carriers	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Store Ladders.....
Delivery Trucks	Air Brushes.....
Metal Furniture.....	Wax Figure Repairs.....
Shelving	Floors for Show Windows.
Wood Display Fixtures...	

Write in names of subjects not listed.....

.....

.....

We expect to build (.....) Remodel (.....)

Date

Name

Address

.....

Dimensions of Store.....

Cut out and mail to Service Department, Merchants Record Co., 5707 W. Lake St., Chicago.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

IF the lettering fraternity around the country in general is being worked as hard as that portion of it located in the big cities, it will be well to give a little more attention to January sale signs this year.

It is hard to find any store windows in Chicago and its environs, outside of the big stores, but what contain big paper streamers announcing "cuts in merchandise," "Pre-war prices on, etc," "Everything reduced," etc.

Good bond wrapping paper as comes in rolls is good for this purpose. Lettered with japan colors and camel's hair japanner letterers in quills, the paper will not buckle. If a round Egyptian or block type of letter is used you will find it easy to air-brush.

Paper letter with water colors is bound to wrinkle badly—hence japan colors have the call here.

In nearly every department store there are generally one or more departments that suffer in Christmas shopping. Again there will be other departments that have special sales of the new spring goods beginning in January. Remnant sales, linen sales, muslin underwear and others come in this class.

It is good business policy to scatter a few large signs around that portion of the store where the most people are to be found during the Christmas rush announcing the January linen sales, the clearing sales or any special drive—stating the date of the opening of sales. I have never yet seen a business depression but what cardwriters have it hard. The cue is, in such times to "Get a sign on it."

Some firms are charitable in a measure, during a stress of work and will allow captions to be printed on cards and if a silk remnant, a dressy goods remnant, a linen sale or any other, is using

large numbers of signs, the caption should be printed in upper left corner in type that meets your approval. Hard to beat the Devinne for this purpose.

These things should be done now. Generally during the heavy buying of the last week before Christmas there is a lull for the trimmer and cardwriter. This period should be devoted to getting out signs for the new year.

All holiday signs should be removed the morning of the twenty-seventh of December. Clean ones that can be used next year should be wrapped up and marked with department number on same.

If that's too much work, don't waste any time now throwing them unwrapped in some dusty corner—fire them into the paper baler at once.

I was in my printer's office a few days ago when his son walked in and handed him a hundred dollars in currency. He looked disappointed and turning to me said, "John has just came from the main post office for five thousand return post cards and they told him they didn't have them and didn't know when they would have them—probably in six months. Paper is scarce. We don't care how we waste it. It's been the same with all our national resources and the time is coming when we must pay for our folly. Cardboard based at eighty-four a hundred for six ply in Chicago should not be wasted.

You will find some merchants who want a big card or price ticket—it's in their blood—no use trying to change. They would sooner see a big eleven by fourteen flopping over on a showcase than a five by seven standing straight up. Go into the aisle of a modern store, tell me why it is necessary to have a big sign when a small one will do just as well. A person is within a few feet of it, then passes out of its sight. The first floor of any high

class store can be made look a thousand per cent better by cutting out all quarter sheet cards and using five by sevens or seven by elevens.

If you doubt it, notice Field's, Mandel's, Carson's or other high class stores. That's one way to save.


Another store features silk remnant sales. Many of these signs have no prices and as the sales are generally semi-annual, it follows that many of these can be used again. Big stores as a general will charge all signs up to departments using them and this is a bonafide charge which shows in month's business.

This makes them take care of their signs, effects a saving and lightens work in the sign-room.

In more than twenty years spent as a letterer I can truthfully say I have never seen work as heavy as now.

Knowing no rest myself, taking no work except from my own patrons, I have offered shops running six and seven men, work at good prices and found them in the same condition.

If you place a value on signs, if you must move after Christmas goods, be forewarned, don't wait till January first to think of January sale signs.



NATURE'S
M O S T
BEAUTIFUL
G I F T

PERFECT IN CUTTING

*mounted in
our exclusive
platinum designs*

BY GEO. FOSTER FOR BROWNING KING & Co., ST. LOUIS



Beautiful Line of
Bathing Suits
— FOR WOMEN

Extra Quality
Fibre Silks

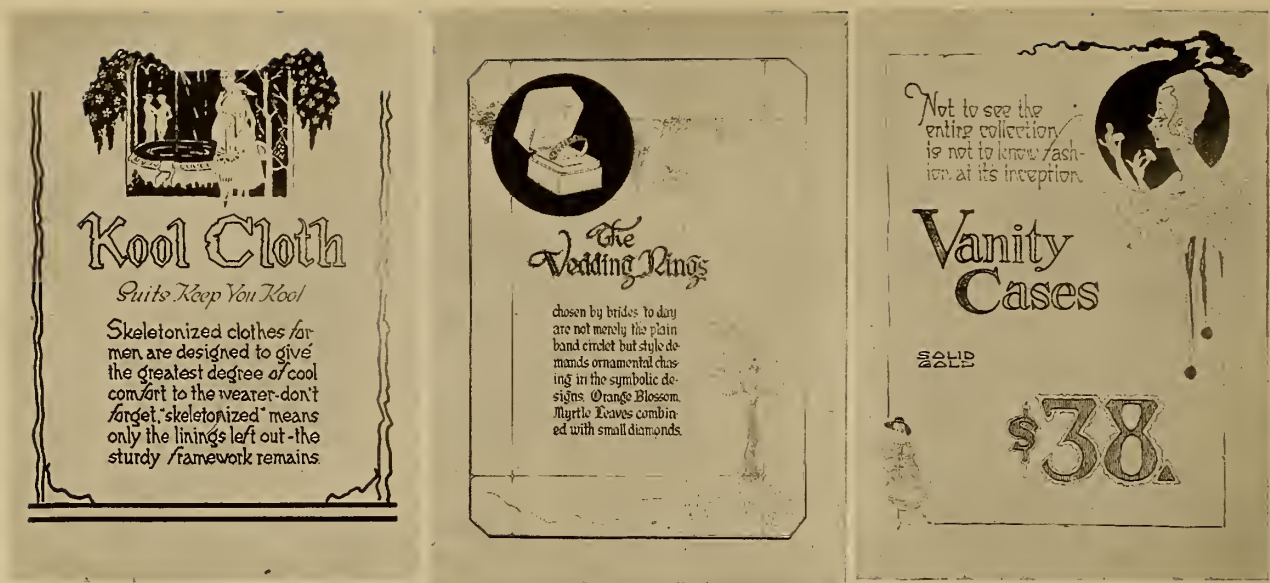
\$25

BY GEO. FOSTER FOR BROWNING KING & Co., ST. LOUIS
A PRIZE WINNER IN THE ESTERBROOK PEN CONTEST

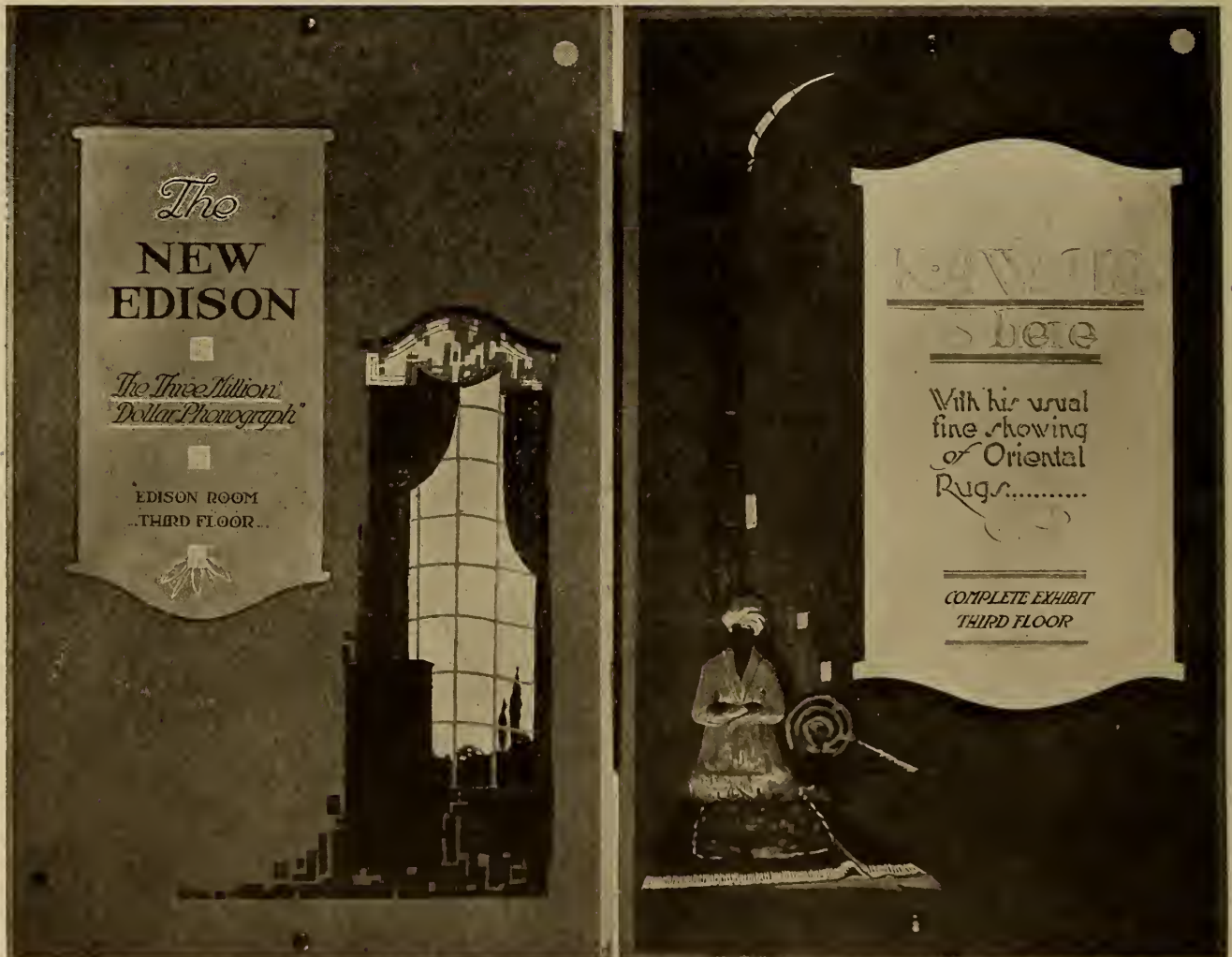
ONE big State street store maintains a section that is used exclusively for the demonstration of schemes for table decoration. Several tables of different sizes are constantly kept decorated for occasions of various kinds. Each table is set complete with all of the accessories from linen to the smallest detail of silver or glassware. Special decorations are designed for current local events as well as for calendar events and special menus are also furnished. Naturally the newest ideas in table decoration are exhibited and much interest is shown in this service.



HELPING Christmas shoppers to make their gift selections is a service that generally is appreciated if done in a really efficient way. The Denver Dry Goods Co. is using a scheme that is getting good results this season. "Gift Granny's Chimney Corner" is a department intended to help the puzzled shopper who has few or many gifts to make. Customers are invited to call or send to "Gift Granny" a list of names and addresses of persons to whom they expect to make presents. "Gift Granny" secures a list of desired things from the prospective beneficiaries. This list of acceptable items with colors, sizes, etc., may be studied at leisure and purchases made. Naturally, "Gift Granny" keeps secret the names of inquirers.



ILLUSTRATED CARDS BY B. A. RAINWATER, ST. LOUIS, PRIZE WINNER CLASS 41, I. A. D. M. CONTEST



EXAMPLES OF DECORATIVE CARDS BY H. H. SEAY

Hardware Specialty Display

W. Guy Warner

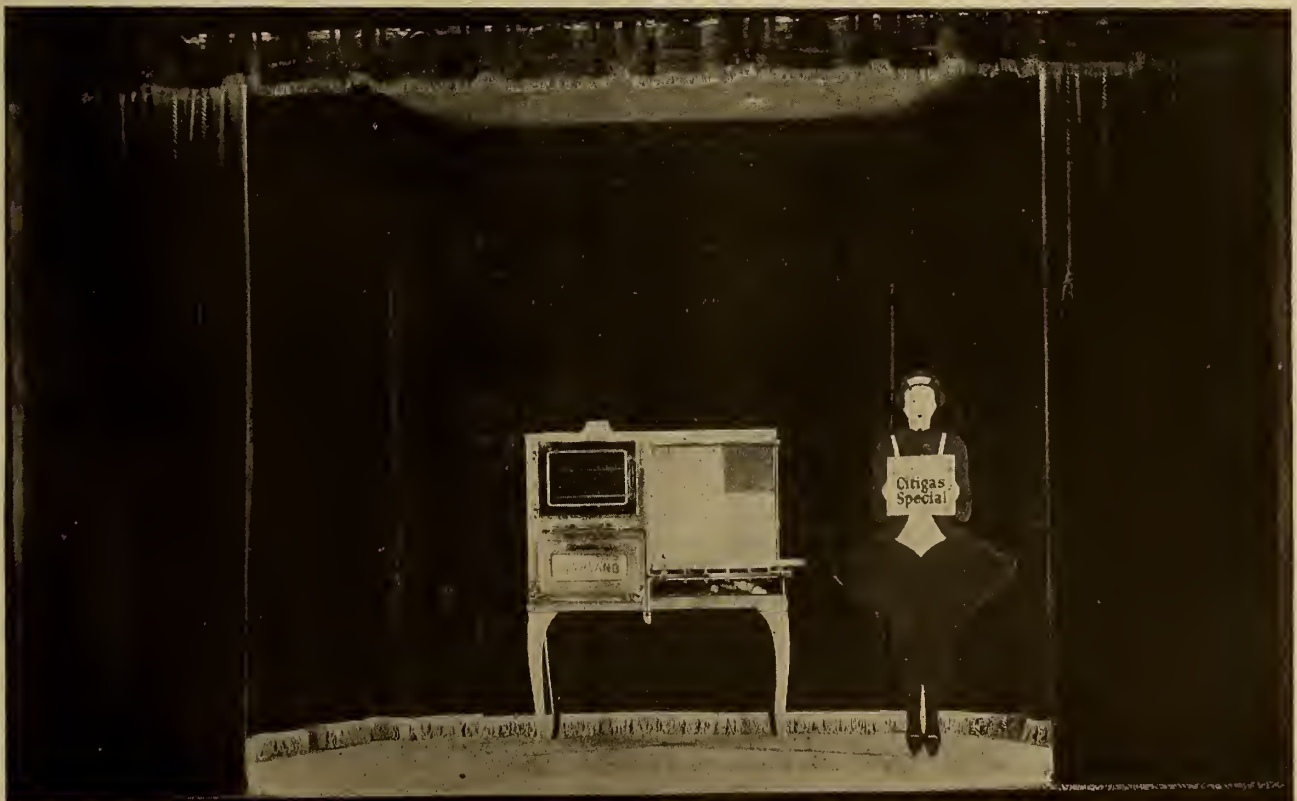
NOT so many years ago, when a stove, trunk, or refrigerator display was assigned to him, the displayman instinctively followed with the exclamation, "Good-night." Incidentally, the buyer of these departments usually made the same remark when he saw the window. Today, however, we find the displayman showing an entirely different feeling when such windows are assigned to him.

Until a few years ago the windows for such displays were usually the most difficult ones in the store to get at. As a rule, the window used for this class of merchandise was behind the elevator shaft or above the entrance of the store. Then, too, the displayman had to get the merchandise down from the department and into the window the best way he could. If, by chance, he had help, it was through an especial appeal made to one of the managers.

But today the displayman is not required to do this heavy work, especially in the larger cities. He is by far too busy and too much is expected from him to be wasting his time lugging trunks or stoves about the store. Departments handling merchandise of this class are so managed that they usually

have a force of men, trunks and other equipment necessary to facilitate this kind of work. On the other hand, the displayman today must be an artist in his work, and is recognized as such. His employer understands the displayman's business well enough to want him to be studying and planning his displays rather than doing porter work. Studying merchandise that is to be used for a display is a big factor in the success of the display in the window, not only from the artistic viewpoint, but also in the matter of selling.

The writer has found that trade journals are a wonderful help in all kinds of display and the suggestions that are printed with reference to one article will quite frequently apply equally well to another, so far as the general principles of window salesmanship can. Another source of information as to displays of such articles as stoves, refrigerators, and other articles that are not so often seen in the window, is an advertising matter that is sent out by the manufacturer. This publicity matter is usually worked out by a clever advertising man who fully understands all the talking points of his product, whatever that may be, and if the displayman will inform himself as fully as possible he will



AN ATTENTION GETTING DISPLAY BY W. GUY WARNER FOR DETROIT CITY GAS CO.

be able to bring out these selling points in his display. Practically every advertised article has some salient feature or features that may be made the basis of a good display. Sometimes these points may be brought out in the display itself, but again they may have to depend upon the show card for emphasizing the point.

Perhaps you have noticed during the past year or so the cleverly designed and very attractive



THIS DISPLAY CAUGHT THE EYE

displays that are being made by stove, furniture, piano, and phonograph companies. The firms have at last realized the importance of an attractive show window, and they are making the most of their opportunities. Space crowded with show cards is coming to be a thing of the past. While a few stores continue that style of so-called "advertising," they are gradually growing less in number. Any merchant who fails to make the most of his window displays will only have to compare the business done by his store and that of the one that makes good displays to understand the real results obtained from showing merchandise in the window properly.

Recently I noted a well-known stove company had a brightly colored reproduction of a bird sitting on one of the stoves in the show window. This bird, to me, appeared extremely grotesque, yet I felt it was there for some very good purpose. I stopped to see what the effect would be on the average passerby, and to my surprise two out of every three gave it a glance and turned to look again, which usually brought them up to the window to see what it was all about. This little idea, while it had no connection with the article on display, served the purpose of drawing people to the window, through their inherent inquisitiveness, and

their interest was automatically transferred to the stove in the window and the signs that informed them that it could be purchased on small monthly payments.

The displays that are used in connection with this article show how it is possible to create an interest in the articles that are usually not displayed attractively in show windows. In the larger engraving is shown a gas stove display that attracted much notice. The background of this window was a deep maroon velour with a heavy cream colored fringe at the bottom. The curtains at the side were of gold velour with two large cords and heavy tassels hanging from the top. A clouded maroon paper was used for a floor covering. The fancy figure holding the show card was painted in poster colors by the displayman and cut from wall board. The stove used in this display is a gray and white, finished with nickel plated trimming. The general purpose in his display was to create an impression of a stage setting, and with this in view, the stove and cutout were brilliantly lighted from above and by spotlights placed on the floor behind the front curtains. The whole effect was excellent from an advertising point of view.

In the Detroit "Citigas" Special display the silhouette idea was used to suggest the effect of natural surroundings for the stove shown in the background. The table with cooking utensils, and the



A STRIKING EFFECT BY W. GUY WARNER

woman at the left, also the chair and kitchen cabinet at the right were all cut out of wall board and painted black. When the window was illuminated this made quite a striking effect, as may be judged from the photograph. It will be noted that the silhouette decorations are purely incidental and in no way divert the observer's attention from the main purpose of the window, which is to show the stove.

The Kompak Automatic Water Heater display was also made by the writer for the Detroit Citigas



A GIFT DISPLAY BY CLEMENT KIEFFER, JR., FOR C. A. WEED & CO., BUFFALO, N. Y.

Company. This was highly effective, especially when illuminated at night. It represented in a general way a large picture frame made of black velour in the center of which stood a water heater, which was set off by a background of white tile wall-paper. The large sign "Kampak" was cut from white cardboard and glued to the window glass, as likewise was the small sign below. The black velour made the cutout signs stand out quite prominently. A spotlight directed upon the heater from below gave it unusual illumination when supplemented by

the regular window lights. These are only everyday examples of what may be done to create interest in lines that are not usually exploited to advantage in the display window.

In every city there are various stores that could make window displays and would be glad to do so if they were shown. Banks, real estate firms, public service corporations, and many others could advertise their business with excellent results if they went at the matter systematically and adopted a regular schedule to be handled by a capable displayman.



A PHONOGRAPH DISPLAY BY R. O. JOHNSON FOR COMMONWEALTH ELECTRIC CO., CHICAGO

Big Window Display Contest

THE National Shoe Retailers' Association is to hold a notable meeting in the Auditorium in Milwaukee, Wisconsin, January 10, 11, 12, and 13, and judging from preparations which are now well under way, this convention will be one well worth attending by any displayman who can conveniently manage to be in Milwaukee at that time. This convention is to be much more than a series of exhibits of footwear. More than five hundred exhibition spaces have been sold, and it is estimated that most of the exhibitors will spend from \$2,000 to \$4,000 on their exhibits, most of which will be in the form of window displays, using the most modern show window equipment and handled by expert displaymen. For example, the Philadelphia exhibitors will have twenty-three regular show windows and one model window for demonstration purposes. It is estimated that each exhibitor will expend in the neighborhood of \$3,000 on his display.

A model shoe store will be one of the important exhibits and educational features of this meeting. This store has already cost more than \$16,000. The front alone cost \$4,000. There are seven windows in this front and they are as handsome in design as could be devised, regardless of cost. The interior of this store is finished in solid walnut. It will contain a complete repair department in working order, a complete general office showing the methods of book-keeping, stock keeping, accounting, exchanges, credits, advertising, etc. The demonstration with the aid of trained actors and actresses will show every step in the ordinary routine of running a shoe store, with the exception that all of the details will be handled to show the right and the wrong way of handling customers.

An abundance of entertainment has been arranged for, including Palm Beach scenes, a style show illustrating the most modern bathing suits and shoes, an original Japanese garden of a sort never before shown in this country. The decorations for both the Palm Beach scenes and the Japanese garden are being created by the best scenic artists in America. In fact, so far as entertainment is concerned, there is to be everything from a three ring circus to grand opera, including the greatest singers, dancers, and other performers. Seven bands have been employed by the convention.

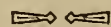
The most interesting feature, however, from the viewpoint of the displayman will be a series of window display demonstrations. A model window has been built of about the usual size for the shoe store. In this window well known displaymen from all over the country will give talks and demonstrations. They will show and demonstrate the latest display fixtures,

flowers, backgrounds, and draperies, and in fact everything that is used in modern window display. There will be a different talk and demonstration each hour in the morning and evening. Three valuable trophies have been offered for the best displays made, and anyone who wishes to can enter the contest. Display material of every description will be available and any quantity of shoes will be on hand for the contestants to use if they care for them.

Three unusually handsome silver cups are to be awarded for the best demonstrations and it is expected that scores of well known displaymen from all over the country will take part in this competition. Many of these also will make informal talks. The committee having in charge this feature of the convention wishes it made as plain as possible that both the "talks" and demonstrations made by the contestants will be handled in an entirely informal manner. It is not expected of the men that they are trained orators, and they are only asked to get up and show their methods of window display and tell about them. The ones who do this best will receive the prizes.

Displaymen who are contemplating entering this contest are requested to notify Guy Malloy, Director of Window Displays, the National Shoe Retailers' Association Convention Committee, 224 Plankinton Arcade, Milwaukee, Wisconsin. This notification should be made well in advance of the convention dates, in order to facilitate the program arrangements.

Practically all of the leading manufacturers of display fixtures and window equipment will have exhibits at this convention, and it is estimated that at least ten thousand merchants and displaymen will be in attendance. The program committee has been doing wonders in the way of preparations, and it is promised that this will be the greatest convention of retailers ever held in this country. If the displayman lives within three or four hundred miles of Milwaukee, it will pay him very well to attend this convention, not only for the information he will receive in reference to the display of shoes, but the general educational value that will be gained from the meeting, through the unusual efforts of the committees.



Handsome Holiday Displays

THE HUB clothing store of Chicago has an exceptionally handsome and effective holiday treatment in its show windows this season. It is essentially different in various ways from anything seen in State street heretofore and is attracting a good deal of notice, not only from the public but from displaymen and merchants. The designer has

caught the true Christmas spirit and has expressed it in a manner that is both original and unusually effective.

The setting is Gothic in style and the treatment is strictly conventional but the color scheme gives to it a soft warmth and richness of effect that is thoroughly in harmony with the holiday season. In each of the windows is a series of three Gothic panels, all of them being handled in the same general style but with variations. Each of the panels has straight sides which curve together into a pointed arch that vaguely suggest an old cathedral window. The middle panel is considerably wider and taller than those at the sides and in the top is a quarterfoil that emphasizes the Gothic characteristic of the design. The frames of the panels are finished in a dark bluish color that suggests stone but does not try to imitate it. In some of the angles a deep vermilion touch has been given to add a contrasting bit of color. The smaller panels are treated in the same way but are without the quarterfoil design.

The chief feature is the illuminated painting that completely fills the frame of each panel. These are painted on translucent parchment which has a slightly variegated or cloudy color. The designs are conventional treatments of the holly and poinsettia drawn and colored in the same general style as was used by the ancient illuminators of books and manuscripts.

At the back of each panel are electric lights with a diffusing arrangement which distributes the illumination evenly and produces a remarkably fine effect. The parchment paintings stand out with a fine mellow glow that is wonderfully pleasing. The paintings are done in transparent colors which are brought out admirably by the soft illumination.

At either side of the group of panels is placed a conventional Christmas tree in a box that also is designed on Gothic lines and colored in the same effect as the frames of panels. The trees are made of silver frosted green foliage trimmed with tinsel and pine cones. This scheme of decoration is used in the windows on State street and Jackson boulevard. The entire design is carried out with truly artistic understanding and the illumination is handled with unusual taste and discretion.

While the idea lends itself especially well to a holiday display, the same general scheme, with suitable variations, can be applied to a window at any season.



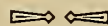
THE season of frosted windows is again with us. Usually this trouble is due to faulty front construction. A good, modern front is perhaps the most important feature of any store—it is worth every cent it costs.

FURNISHING the home has grown to be a recognized art and people of means are much more careful in the selection of furniture, carpets, etc., than they once were. For this reason, it is worth while to cater to those who appreciate the importance of having their homes furnished as they should be. In this connection, Marshall Field & Company of Chicago advertises a new "Consulting Decorative Service" as follows:

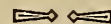
To eliminate as far as possible the difficulties in selecting furniture and to give to all who desire it the benefit of expert advice in the planning of their home furnishings, a New Service has been opened in our Furniture Section.

It commands the services of a group of decorators who have made a study of city homes and apartments, and has a group of small rooms in which "set-ups" of the Furniture, Rugs, Fabrics, even Pictures, China and other decorative adjuncts can be made, to facilitate decision and to give a concrete idea of just what the newly furnished room or home will look like.

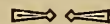
There is no charge for this service, and consultation with it entails no obligation whatever.



TELEPHONE orders have been made highly profitable by some merchants. All stores, of course, do more or less telephone business but the one that goes after this class of trade and handles it systematically, will pick up many orders that otherwise might go elsewhere. In this connection, arrangements for taking orders in the evening is a convenience that is generally appreciated. Most busy housewives do not have an opportunity to read advertisements until after dinner and it is a real convenience to be able to call up at eight or nine o'clock and place an order that will be delivered in the morning. In many stores, evening operators are on duty until 9 o'clock to receive telephone orders.



THE Scotch Woolen Mills of Chicago recently advertised a sale of suits or overcoats at \$3.95. The scheme was to offer a suit or overcoat at the regular price of \$39.85 and with every sale at this price the customer was given another suit or overcoat for only \$3.95. The two suits might be bought by one or two persons. This was, in fact a sale at half price plus \$3.95 providing two orders were placed at the same time.



PALM BEACH displays have grown to be regular events in the schedules of many big stores. These displays follow quickly after Christmas and the people interested are growing in number each year.

WATCH ST. PAUL IN 1921—LET'S GO!

International Association

First Vice-President

EDW. K. LUMMUS, Holidge's
Boston, Mass.

Second Vice President

KARL M. AMDAHL, The Palace,
Spokane, Wash.

Third Vice President

G. R. MACGREGOR, Hudson Bay
Co., Winnipeg, Canada.

Treasurer

L. A. ROGERS, John D. Mabley,
Detroit, Mich.

of Display Men

President—CHARLES F. WENDEL, The J. L. Hudson Co.,
Detroit, Michigan.

Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids,
Michigan.

*An Educational
and Business Organization*

Executive Committee

RICHARD MYERS, The Emporium,
St. Paul, Minn., Chairman.

Program Committee

B. F. MILLWARD, Mannheimer
Bros., St. Paul, Minn., Chair-
man.

Publicity Committee

JAMES W. FOLEY, Chairman,
5707 W. Lake St., Chicago, Ill.

Speakers Bureau

C. J. POTTER, 231 W. 39th St.,
New York, N. Y., Chairman.

Membership Committee

CARL GOETTMAN, Joseph Horn
Co., Pittsburgh, Pa., Chairman.

A Message From Millward

THE twenty-fourth annual convention of the International Association of Display Men will convene in St. Paul July 11th, 12th, 13th and 14th, 1921.

As chairman of the general arrangements committee, a few words at this time, I hope, will be of benefit to those who are anticipating a visit to our city and particularly to those who have not, yet,

far from being discouraged with the vast amount of work required to equal that convention, it inspired us to greater efforts in securing the convention and to make the one to be held in St. Paul a greater one, if possible.

This we are going to do! We say this not in a boastful spirit for we realize fully the size of the job we have undertaken and at this time I am glad to state that we are thoroughly organized and each committee is working and I believe that everything has been done up to this time that it is necessary to do.

Now, a foreward as to what we are going to do. First, in regard to the educational features of this convention. This will come foremost above all else and, from the reports I hear from the Program Committee, the list of talkers and actual demonstrators will surpass anything yet given at a convention. More lines will be demonstrated this year than ever before and, what talks there are, we hope to make short, snappy and to the point, as we want more time taken up by the actual demonstrations.

The Program Committee is now getting up a list of prominent display men who will be asked to make demonstrations and practical talks at this convention and we sincerely hope that no one will decline the opportunity, if presented to him, to appear on the platform at this convention.

The stage arrangement for the demonstrations in the various lines of merchandise will be unique and we believe distinctly new and will be appreciated both by the demonstrator and his audience. The chairman of the stage committee, Mr. R. B. Meyers, has promised us something entirely out of the ordinary and a pleasing surprise will await the audience in lighting and artistic stage arrangement.

Owing to the fact that Tuesday afternoon and evening will be given to our neighboring city, Minneapolis, the plans are now to have a night session on Monday evening as the committees do not feel that any educational features should be neglected for the sake of entertainment.

In regard to the entertainment itself, I assure you that the members attending this convention and their ladies will be entertained fittingly as behooves St. Paul and Minneapolis. Both cities have a reputation for hospitality as



B. J. MILLWARD, CHAIRMAN PROGRAM COMMITTEE

made up their minds as to whether they will attend this coming Convention or not.

I have attended conventions covering quite a number of years and I believe that the best convention I have yet attended was the one held in Detroit last July. They set a pace there which will be hard to beat. We realized that, the moment we entered the Convention Hall last year, but

I. A. D. M. Convention—July 11, 12, 13 and 14

WATCH ST. PAUL IN 1921—LET'S GO!



ONE END OF THE AUDITORIUM WHERE THE I. A. D. M. CONVENTION WILL BE HELD.

can be vouched for by a great many conventions which have made these two cities their meeting place in years past. The entertainment committee is working along somewhat different lines and I feel very sure in stating that no man or his lady will be disappointed in the brand of entertainment which St. Paul and Minneapolis will put forth.

I, now, want to speak of something which I think will be of particular interest to the exhibitor who will display his product at this next convention. I have appeared before the Minnesota Retail Dealers' Association, also the wholesalers and manufacturers of the Twin Cities suggesting to them that they devise a Market Week or Buyers Week or call it whatever they will, but anything to get their clientele in St. Paul at that time so that they can partake of the educational features which we will have to offer them.

These different bodies received this with a great deal of enthusiasm which means that at least two thousand merchants (I really believe more) will be in St. Paul that week to look over the line of decorative accessories, and I feel sure that the average exhibitor will realize, without going into further details, what this will mean to him. It will mean, also, a great deal to us display men. It will give the merchant who has heretofore looked upon his windows merely as a place to show goods occasionally, a proper appreciation of what windows can mean to him if properly taken care of by using the right accessories for displaying his merchandise. It will mean that his windows will be more of a selling factor in his business, and it will, also, mean a greater appreciation on the merchant's part as to what the profession of displaying merchandise means to the retail trade.

I want to say that no one need hesitate over the matter of hotel accommodations or accommodations at the Convention Hall as they will all be taken care of properly, but a word to the wise is sufficient and it is highly essen-

tial that display men wanting hotel reservations make them as early as possible. A list of the hotels and their prices will soon be published in the trade papers and we hope that every display man anticipating coming to the convention will send in his reservation, but there is ample



FIFTH STREET, ST. PAUL, LOOKING EAST. BUILDING ON RIGHT IS AUDITORIUM WHERE CONVENTION WILL BE HELD. HOTEL ST. PAUL AT FOOT OF STREET.

room for all in first class hotels and you will find the prices are most reasonable.

I wish to, at this time, gratefully acknowledge the help which we are receiving from the display men of Minne-

I. A. D. M. Convention—July 11, 12, 13 and 14

WATCH ST. PAUL IN 1921—LET'S GO!



PICTURESQUE SPOTS IN ST. PAUL, THE VACATION CITY

UPPER LEFT: RIVER VIEW AT ROBERT ST. BRIDGE. UPPER RIGHT: COMO PARK SCENE. LOWER LEFT: VIEW OF BUSINESS SECTION FROM ACROSS THE MISSISSIPPI RIVER. LOWER RIGHT: THIS IS ONE OF ST. PAUL'S BATHING BEACHES

apolis. They are working with us on every committee and I will state without fear of contradiction when these two cities start to do anything and work hand and hand as they are working on this coming convention its success is absolutely assured.

I have tried to cover in this article in a general way what we have done and what we intend doing and we intend to let you know from time to time as the different plans mature as to the progress that is being made.

Space forbids me saying more except this: Make up your mind that this Convention is going to be the best and it is going to be worth while for you, personally, to attend this convention which will be held in St. Paul next July

LET'S GO!

B. J. MILLWARD.

St. Paul, The Convention City

SAINT PAUL is not only known throughout this country as an important business city, but also is far famed as a center for what is fast becoming one of the country's greatest recreational and summer playground districts.

Surrounded with natural rugged beauty, with its hills, river and lakes, this city stands preeminent as the most picturesque city of the Middle West; the city best to live in, and one of the healthiest cities in the world.

In the city's fifty-five square miles of territory, there are today over eighty parks, large and small, with a total of 1,700 acres. Como Park, a beautifully wooded area surrounding two little lakes, has few rivals for beauty in America. At the opposite end of the city lies Phalen Park, a stretch of natural forest surrounding one of a chain of beautiful lakes. A large modern bathing house and bathing beach provide entertainment for those who desire this form of recreation. The lake is always covered with small boats and canoes, and by means of a series of canals, a course lying through half a dozen other lakes that dot the northern borders of the city may be taken. In the eastern part of the city, just where the Mississippi makes a great sweeping bend before starting on its journey to the South, lies Indian Mounds Park. Here may be found several large Indian Mounds built long before any white man had set foot in America.

I. A. D. M. Convention—July 11, 12, 13 and 14

WATCH ST. PAUL IN 1921—LET'S GO!



SOME OF ST. PAUL'S BEST KNOWN STORES

TOP ROW: THE EMPORIUM, HUSCH BROS., THE GOLDEN RULE. CENTER: SCHUNEMAN & EVANS. BOTTOM ROW: BANNON'S, MANNHEIMER'S, RYAN DRUG CO.

The slow moving waters of the Mississippi have been taken advantage of in many ways by the people of this city. On an island in the middle of the river facing the business section of the city, are famous free public baths, one of the institutions of this city which has been widely copied all over the country. Here are also well equipped playgrounds and a zoo, making the island an ideal playground during the summer months.

Trolley lines radiate from all points of the city and there are miles and miles of beautiful roads leading to the suburbs and to scores of lakes lying within a short drive from the heart of the city. North of the city are scores of small lakes, offering excellent opportunities for real out-of-door wanderings and fine fishing for the angler. On a high bluff at the foot of which the Mississippi and Minnesota Rivers join, stands Fort Snelling, one of the largest of the government military posts in the Middle West. From Ft. Snelling it is but a short trolley ride to Minnehaha Falls, far famed through Longfellow's well-known poem.

Almost within the business center of the city are located such buildings as the Minnesota State Capitol, the State Historical Library, the great Cathedral, the Saint

Paul Institute and numerous other institutions, which will prove of interest to those who particularly fancy fine architecture, art, painting or historical material. Saint Paul may well be proud of its position as a business and financial center, and as a gateway to the great Northwest. Yet, in as great a degree may Saint Paul take pride in the recreational facilities which it offers, and as the center of the country's newest and greatest playground district.



St. Paul as a Business City

DELEGATES in attendance at the Annual Convention of the National Display Men's Association will find a modern up-to-date community of 700,000 people extending a hearty welcome to them.

The City of Saint Paul occupies a strategic position in the Twin City metropolitan district, which includes the cities of Saint Paul and Minneapolis, West Saint Paul, South Saint Paul and North Saint Paul. Saint Paul has a population of 234,000 according to the 1920 census figures. Minneapolis with its larger population of 380,000, South Saint Paul with its population of 15,000 and the other cities above mentioned, give the metropolitan district a population of over 650,000.

I. A. D. M. Convention—July 11, 12, 13 and 14

WATCH ST. PAUL IN 1921—LET'S GO!



BROWNING KING & Co.



SOME BIG MINNEAPOLIS STORES
NEW ENGLAND FURNITURE & CARPET Co.



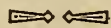
MODEL CLOTHING HOUSE

Saint Paul, because of its strategic location, service given by the nine railroad systems, and the progressiveness of its business men has become the distributing center for the Northwest. Staple lines in which Saint Paul is pre-eminent from a distributing standpoint include groceries, boots and shoes, fur goods, drugs, various food products, millinery, dry goods, hardware, hats and caps and iron foundry products.

While Saint Paul is best known as a distributing center owing to the early establishment of its jobbing houses and the immense distribution made by them, it is becoming more and more of a manufacturing city so that at the present time it ranks as a manufacturing center of the first class with a large manufactured product, the value of which for 1920 amounted to over \$150,000,000.

In the manufacture of furs, refrigerators, hoist machinery and advertising novelties and numerous other lines Saint Paul production exceeds that of any other city between Chicago and the Northwest Pacific Coast. The widespread activities of the industrial, commercial and transportation interests of the city have made Saint Paul one of the principal financial centers west of Chicago. It has thirty-two banks with an aggregate capital of \$10,000,000 with surplus and undivided profits of nearly \$6,000,000.

As the center of an immensely productive region the growth of Saint Paul and the agricultural development of the Northwest are closely together. As the home of the State Agricultural College with an attendance of several thousand students and the location of the State Fair Grounds, which house the greatest fair in the United States, as the capital of the State and housing the State Agricultural Departments, it is the educational center of the agricultural interests of the Northwest.



Minneapolis

MINNEAPOLIS, twin city of St. Paul, presents as interesting a merging of commerce and beauty as there is to be found in any great city in America. It possesses a multitude of natural attractions of surpassing charm and an unusual array of activities and institutions devoted to the artistic. It offers to the convention every metropolitan facility for the successful conduct of business and in addition recreational and other advantages which will delight and inspire every visitor to the I. A. D. M. convention.

Situated in the heart of vacation land, Minneapolis offers every lure of the out-of-doors. Within its own bounds it offers every attraction to the convention visitor—yachting, canoeing, motor boating, swimming, and fishing are to be enjoyed on waters and properties controlled by the Park Board within a few minutes' ride by automobile or street car from the Loop District.

One of the most fascinating of automobile drives is available along the miles of boulevard which take the autoist around the string of five lakes lying within the city proper and through residential districts of great uniqueness and beauty. By night these boulevards are illuminated with ornamental lights which rim the lakes.

One tenth of the entire area of the city of approximately fifty-three square miles is devoted to 110 public parks with a total of 3,992 acres and valued at \$25,000,000. Minneapolis is one of the noted playgrounds of America. Minnehaha Falls, the unique cataract immortalized in Longfellow's "Hiawatha," is included in a beautiful park of 142 acres. Nearby are the Old Soldiers' Home and Fort Snelling, built in 1820, the refuge of the pioneers in the days of Indian warfare, and at present a modern U. S. Army Post. Attractive walks follow below the Falls to the Mississippi River; Winchell Trail leading from the Falls to the Lake Street bridge is based on the courses of old Indian trails. The Mississippi's most attractive section is here where it flows through Minneapolis.

Artistic development has resulted from the influence of an unusual natural environment, and is exemplified and emphasized by the Minneapolis Institute of Arts. The Walker private gallery of rare collections also is available to the public. The Institute of Arts will interest every displayman. It is a public museum with a magnificent collection of paintings and the decorative arts including household furnishings of the 13th, 14th, 15th and 16th centuries. The Institute also displays in addition attractive samples of the most beautiful silks produced in America.

Fundamentally underlying all the beauty of this city is its wealth of production and sound business enterprise. Incorporated as a city February 28, 1867, Minneapolis, now just a little more than 50 years old, is one of the great industrial cities of America and the commercial and financial metropolis of the American Northwest. It is the head of navigation on the Mississippi River and the hub of a web of 29 railroad transportation lines.

I. A. D. M. Convention—July 11, 12, 13 and 14



Catch the Public Eye



With Your Window Displays

You can do this if you study the Koester Method of Display. Used successfully by nearly 10,000 display men in all parts of the world. Successful in any size or kind of store, because it gives you correct fundamental principals on which you build all your future work.

1921 CLASSES START JAN. 3

The January classes are but a few weeks off, and if you are going to enter in time to prepare yourself for the Spring Opening season, you must act quickly. If you have been considering a course of study in Window Display, Advertising and Card Writing, now is the time to enroll. You will never have a better opportunity to secure a high salaried position than next season. The Koester School will in 1921 enter on its sixteenth year of an unusually successful career.

1921 Coupon

The Koester S
314 S. Franklin St.,
Chicago

Please send me full details of

- courses of study in
☐ Window Display
☐ Advertising
☐ Card Writing

Name

Store

Town

State

Opportunities Practically Unlimited

An eight weeks' course of intensive training at the Koester School will qualify you for a good position as Display Manager, Advertising Man and Card Writer. When you enter the Retail Publicity field, your opportunities for future advancement are practically unlimited. The margin for growth is wide and the reward well worth your best efforts.

RESULTS IMMEDIATE AND PERMANENT

THE KOESTER SCHOOL

314 S. Franklin Street

CHICAGO

In the Window Display Center of the World

Make an Extra Effort to Start in the January Classes

To the Ladies of I. A. D. M.

IT IS with a great deal of pleasure we announce that a committee of three ladies has been appointed by Convention Chairman B. J. Millward of Saint Paul, and to be known as the Ladies' Reception and Entertainment Committee, the duties of which are to see to the good and welfare of the ladies of the members of the I. A. D. M. during their visit to the Twin Cities, commencing July 11th, 1921, and ending when you feel disposed to leave, as we anticipate your making these also your vacation cities.

This committee wishes to extend to the ladies of the I. A. D. M. a hearty and cordial invitation to visit our fair cities during the convention period at least.

Now that we women have reached such a high pinnacle in the political world, let us strive to be of assistance to the men who have chosen this artistic and highly educational profession.

It has been mentioned in some past article of this valued journal, *THE MERCHANTS RECORD AND SHOW WINDOW*, the official organ of the display men) that Minnesota is the bread and butter State of the universe. As such let us put our shoulders to the wheel and help our bread winners make this one of the biggest and best conventions in the history of the organization.

Don't forget the dates—

Saint Paul, July 11-12-13-14. LET'S GO!

THE COMMITTEE:

MRS. R. B. MEYERS, Chairman,
MRS. B. J. MILLWARD,
MRS. H. BARTLETT.



St. Louis Club Meets

THE St. Louis club of the I. A. D. M. held its regular monthly dinner and meeting at the Planters Hotel, Monday evening, November 8. After the dinner, Mr. Calvin called the meeting to order. Regular business was attended to, all bills ordered paid, etc. Then came the big event of the evening, the nomination of officers for the year 1921.

It was decided to run two tickets, one Red and the other Blue, and the entire club balloted on the nominations. George W. Foster, display manager for Browning King & Co., received the presidential nomination on the Red ticket, and K. A. Shrader was nominated for the same office on the Blue ticket. Nominations for the other officers were as follows:

VICE-PRESIDENT

Red ticket, Wm. Bellison, with Sonnenfeld's.
Blue ticket, Ed. Lamprick, with Kline's.

SECRETARY

Red ticket, B. A. Rainwater, with Hess-Culbertsons.
Blue ticket, H. H. Tarrasch, with Grand Leader.

The election will be the feature of the December meeting. Mr. Foster named Walter Zemitzsch as his campaign

manager and Mr. Tarrasca volunteered his services to handle the campaign for the Blue ticket. An interesting talk on displaying drugs and toilet articles, followed by a clever demonstration was given by the display manager of the Hudnut Drug Co.

The Hallowe'en Dinner Dance, held October 24 at the American Annex Ball Room, was an unqualified success. The attendance was good and the entire evening was spent enjoyably. The next meeting of the St. Louis Club will be held December 15 and a big attendance and much interest are expected.

Free Employment Service

THE following lists are published with a view of offering a new *Employment Service* to merchants and display men, who are requested to avail themselves of the benefits of this service which is to be maintained by *MERCHANTS RECORD AND SHOW WINDOW* in collaboration with the *International Association of Display Men*.

DISPLAY MEN DESIRING CHANGE OF POSITION.

—Expert window decorator and card writer, with eight years' experience, the last five as display manager for the largest department store in large Indiana city, desires to make a change. Can furnish any number of good references and will send samples of card writing. Only best class of positions considered. Address S-30, care of *MERCHANTS RECORD AND SHOW WINDOW*, 5707 West Lake St., Chicago, Ill.

—Wide-awake, progressive man with eleven years' experience in department store work desires position as window trimmer, card-writer and advertising manager. Thirty years of age. Salary expected \$250 per month. Location west of Chicago preferred. References and samples of work furnished on request. Address S-31, care of *MERCHANTS RECORD AND SHOW WINDOW*, 5707 West Lake St., Chicago, Ill.

—Experienced Display Manager and Card Writer would like to connect with firm in west or middle west. Department store preferred. Address S-32, care of *MERCHANTS RECORD AND SHOW WINDOW*, 5707 West Lake St., Chicago, Ill.

—Display Manager and Card Writer with 18 years' experience in Department store work would like to locate in central Pennsylvania. Can furnish the best of references. Salary \$60.00. Address S-33, care of *MERCHANTS RECORD AND SHOW WINDOW*, 5707 West Lake St., Chicago, Ill.

—Ambitious display man, 31 years of age, married and one child, wishes to locate with Department Store or Dry goods house in central or western states. Now employed, but would like change between January 1st and March 1st. Will furnish samples of work on request. Only first-class stores that are looking for permanent display manager considered. Address S-34, care of *MERCHANTS RECORD AND SHOW WINDOW*, 5707 West Lake St., Chicago, Ill.

POSITIONS OPEN

—Northern Indiana's greatest and newest Department Store requires the services of a Display Manager, salary \$50 per week. Address R-20, care of *MERCHANTS RECORD AND SHOW WINDOW*, 5707 West Lake St., Chicago, Ill.

—We are in immediate need of a competent display man for our Department Store. Will pay \$50.00 per week to start. Applicant must be a fairly good card writer. Position in Kansas. Address R-21, care of *MERCHANTS RECORD AND SHOW WINDOW*, 5707 West Lake St.

Human Interest Grows
When Our Wax Shows
—A Way to Increased Sales

Nothing any
finer in wax has
ever been pro-
duced.



No. 507—Head No. 111

We have many other Wax Beauties equally as attractive

Write for
prices, illus-
trated booklets,
and full infor-
mation.

J. R. PALMENBERG'S SONS, Inc.
63-65 West 36th Street New York

CHICAGO
204 W. Jackson Blvd.

BOSTON
26 Kingston St.

BALTIMORE
108 W. Baltimore St.

Dayton Association of Displaymen

ON Tuesday, October 5th, the Dayton Association of Displaymen held their annual election of officers. Bert. L. Daily, secretary of the association, was the presiding officer. After all other business was transacted the election of the officers took place. Herbert Sauer, display manager of the National Cash Register Company, was elected president. Harry H. Cowan, Rike-Kumler Company, vice president, George B. Scott, The Metropolitan Company, secretary, and Ralph Meyer, The Globe Clothing Co., treasurer. E. L. Powers, The Home Store, and Benjamin Groban, The Fashion and Irwins, were appointed to serve on the Program and Entertainment Committee. Claude J.

parens and builds displays for 185 NCR Sales Agents in the United States and Canada. Mr. Sauer is the author of a book on window displays for NCR Agents. This book is a help to Agents in all branches of window display work. It is a loose leaf book and new displays will be sent out from time to time and added to the original collection.

Harry Cowan, Vice President, is the creator of some original and sales producing displays. His work at Rike-Kumlers stands out among the leaders in the profession. Mr. Cowan is the owner of some very handsome prizes won in window display contests all over the country. His skill with the pen is shown in his background designs that appear in the display articles he writes. Mr. Cowan served in the Camouflage Corps in the late world war.

George B. Scott, Display Manager, The Metropolitan, Secretary, is an artist whose work commands attention. He is the winner of many prizes in the I. A. D. M. competitions and the author of numerous articles on display



HERBERT SAUER, PRESIDENT



HARRY H. COWAN, VICE-PRESIDENT



RALPH MEYER, TREASURER

Gehring, Rike-Kumler Company, and Al Keeve, Willner Bros. Company, were appointed to direct the Publicity work of the association.

The association is planning an active program for the coming year. Demonstrations, talks by merchants, and others interested in the profession will be the order of business. Demonstrations will be made by the members. New drapes, the theory and practice of unit trims, backgrounds, the use of accessories and furnishings, show window lighting, show card work, and other subjects vital to the display profession will be discussed. A talk on fall and spring openings, and special occasion decorations will be given, illustrated with diagrams and drawings. The coming year is going to be of great interest to every displayman in Dayton. The attendance at the meetings has been very near 100% and there are signs of it being still better in the future.

The president, Herbert Sauer, has inaugurated some very successful systems in handling the window display problems of the National Cash Register Company. Displaying Cash Registers is altogether different from any other line of display work. Mr. Sauer has created some forceful window displays for the National Cash Register Company. The window display department at Dayton pre-

work and show card writing. The Metropolitan front and windows were designed and installed under the supervision of Mr. Scott. He believes in the value of simplicity and is a close student of color values and tone harmony. Mr. Scott is also treasurer of the Ohio State Association of Displaymen.

Ralph Meyer, the Globe Display Manager, is a designer of popular priced clothing displays that are well known in this part of the country. He recently accepted the position with the Globe and many good displays will be seen in their show windows.

The Program and Entertainment Committee consists of E. L. Powers, display manager of the Home Store, and Benjamin Groban, The Fashion, and Irwins display manager, both well known and capable artists. Al Keeve, Willner Bros. Company display manager, and Claude J. Gehring, who takes care of the show card writing end of the Rike-Kumler Company display department, serve as Publicity Directors.

The association aims to establish a closer relationship with the merchants. The work as it is planned by the officers and the committees, with the able assistance of the members, will accomplish this. President Sauer has a live bunch of display men to work with and the Dayton Association will be heard from in the coming year.

Strong's

Xmas Bulletin

MAKING GOOD

our promise to bring
down the cost of your
supplies.

LET'S GO!

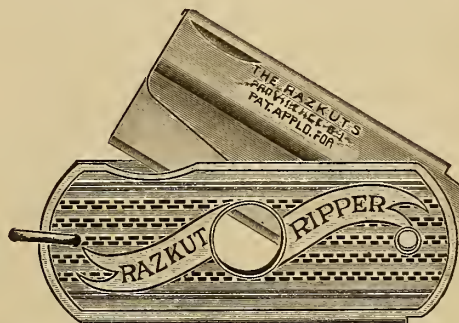
EVERY ARTICLE REDUCED

It cuts like a razor
because it has a
razor blade.

LOOK!

RAZCUT RIPPER

Sharpest blade known
to man—blades inter-
changeable.



Cuts mat board like cheese. Great for stencil cutting and beveling. Always a razor blade edge to cut with. The handiest tool made for the card writer. Worth its weight in gold—Our Price 45c.

STRONG'S (Improved) CUTTER

A TRIMMING BOARD FOR EVERY NEED

Best
Cutter
on the
Market



32-Inch
Blade
Regular
Price
\$18.00

Adjustable, light and durable. Cuts quick and accurate. Extra high grade steel cutting blades. A handy cutter for the workroom. Always ready for use—simply attach to work-bench or table.

32-inch cutting blade, completely equipped, price each.....\$11.50



EXACT
SIZE

Complete set of 5 Show Card Brushes—3,
6, 8, 10, 12—\$1.00; worth \$2.50.

SHOW CARD SNAPS



25 sheets of Mat-Boards, seasonable assortment, 28x44.....	\$7.95
100 sheets 8-ply Card-Board, coated two sides.....	9.95
Carter's Vel-Vet White, ½ pint, 50c; pint.....	.90
Johnson's Snow-White, ½ pint, 50c; pint.....	.90
Speed-ball pens (round or square point), set of 5.....	.40
Rub-it-off (rejuvenates old, soiled cards), per box.....	.65
Air-brush Tubing (reinforced), per ft.....	.09
Payzant Pens, any size, each.....	.90
Window-Trimmer's Pocket Hammer, each.....	.65

READY—NEW 1921 CATALOGUE—SEND FOR FREE COPY.

TERMS: CASH WITH ORDER—NO GOODS SHIPPED C. O. D. WITHOUT DEPOSIT.

SUPPLY DEPARTMENT

Detroit School of Lettering
OFFICES & SALESROOMS 82-84 GRISWOLD ST.
DETROIT MICH. U.S.A.

"Largest Dealers in the World Catering to the Sign and Show Card Writer Exclusively"

"The Pioneer Supply House"

Established 1899

Evolution of Display

John H. Graham

AT A meeting of the Spokane, Wash., branch of the I. A. D. M. held recently in the Spokane Chamber of Commerce, a demonstration and talk on the art and history of draping was given by Mr. John H. Graham, display manager for the Hayes & Woolley Company of that city. Mr. Graham was, previous to entering the display and advertising profession, a designer and cutter of women's attire in London, England, where ample opportunity was provided for studying the European side of this interesting subject. He said, in part:

One notes in the study of earlier forms of dress, that many discoveries are continually being made, but while such news as "an indisputable drawing of a glove has been found in a cave of preglacial era" (which means anything from 80,000 to 240,000 years) is mighty interesting, for our present purpose we will commence our studies at the period following Noah's day, 2,348 B. C.

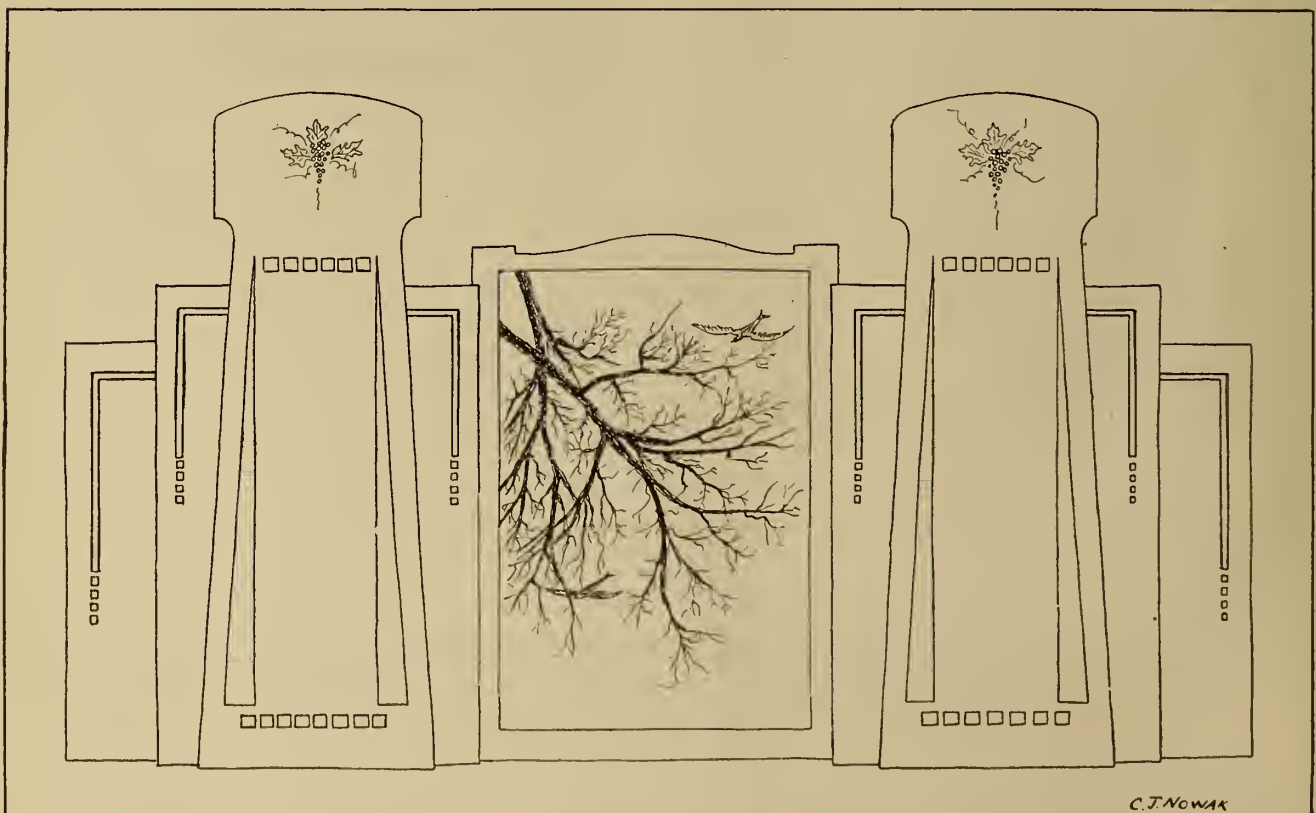
As is generally conceded, in studying the classic art of draperies, one must turn first to the land of the lotus—to the time of which Herodotus, "the father of history," wrote—before the Christian era, when Egypt was the national and social leader of civilization, and Alexandria fashioned the matchless fabrics of flax to trade with the remainder of the then known world. And to the conquests of Napoleon is credit given for centering the early

attention of Europe upon the wonders of this ancient country which had descended through the ages.

All this may seem of little moment when we think of ourselves only as display men, but when we bear in mind how important is becoming the need for educating the public to the possibilities of the merchandise displayed; the manner in which a knowledge of the past can be frequently utilized for everyone's benefit; and the knowing what really constitutes "fashions," so that one may interpret correctly the mode in draping, then it is that we understand why eastern artists go to so much trouble to acquire learning.

The tombs of the old princesses of the Nile, temples, the pyramids, the peacock court of old China, the ruins of Pompeii and its unearthed Graeco-Roman frescos have been made to contribute to the purposes of art and design. Carved hieroglyphics and written records of those long-past museums, old pictures, history's pages are the fundamental sources which furnish a wealth of information to our present day "creators" or artist designers. Important for us to know. I would like, gentlemen, for you to look over a few illustrations which I have with me tonight, and which cleverly visualize many of the dress ideas of the women of old.

The soft flowing classical draperies of Egypt and Greece; dress of early republican Rome and the later empires; the close fitting, long waisted effect of the Merovingian or Moynage styles of the 5th century; the Medieval ages, marking the revival of learning and art in



SUGGESTION FOR A WALL BOARD BACKGROUND BY C. J. NOWAK

Catalog No. 7 Contains the "Perfect Stroke" Brushes for Your January Sales!

December is one of the busiest months of the year for us. Thousands of card writers renew their stock brushes and supplies BEFORE tackling the January Sale work.

"Perfect Stroke" Brushes and Supplies

never fail to give complete satisfaction. Their use in practically every city, town and hamlet in the country emphasizes their popularity. "Perfect Stroke" brushes will help you improve your work 50%—will help you to real efficiency. Expertly made, evenly balanced, they require no "breaking in." Write today for Catalog No. 7—get the complete story.



We wish all our customers the compliments of the season.

Bert L. Daily

126-130 E. Third Street
Entire Fourth Floor
DAYTON, OHIO



PITTSBURGH *The Standard for Show Windows* REFLECTORS

One piece, crystal glass (made in our own modern glass factory)—correctly designed, and heavily plated with permanent silver, Pittsburghs are the most powerful Reflectors.

For any and every window lighting requirement there is a Pittsburgh Reflector to give the results that you want. Pittsburgh pays you best.

How to Get the Most Out of Your Show Windows

Walk down the sidewalk across the street from your store, glance casually over—are the show windows bright enough to hold your attention?—brighter than other windows in your wide range of vision?

Show window lighting is a potent power for sales—a power that is developed to its fullest efficiency only by the highest type of Reflectors. For it is the Reflector that directs and concentrates the light.

The best lighted show windows in America today are Pittsburgh-equipped. And with Pittsburgh Reflectors you can make your windows rank with the best.

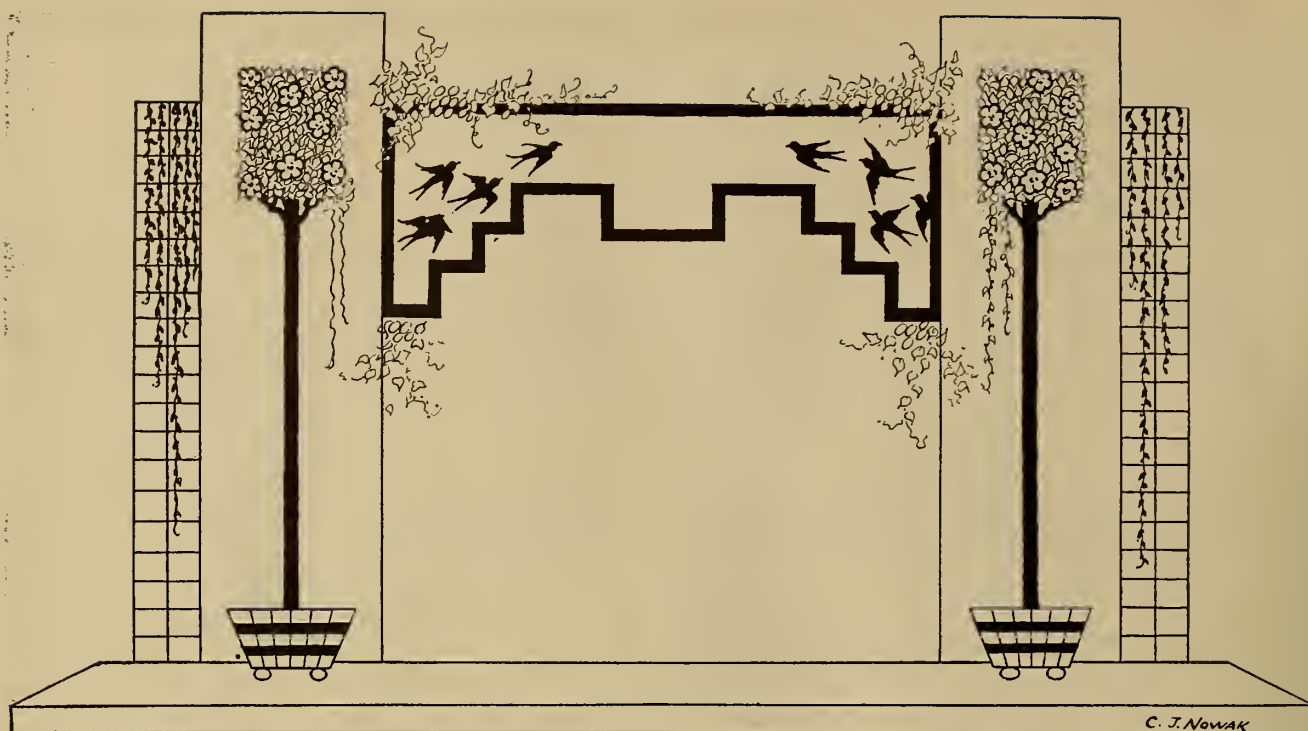
Let us help you bring more business in through your show windows

Pittsburgh Reflector & Illuminating Co.

Third Ave. and Ross St. Pittsburgh, Pa.

Chicago Office:
565 W. Washington St.

San Francisco Office:
75 New Montgomery St.



BACKGROUND DESIGN BY C. J. NOWAK

Italy in the 5th to 15th centuries; the Italian Renaissance and the resurrecting of Roman and Grecian art in the 15th and 16th centuries; modes of the time of the Louises of the 13th, 14th and 15th centuries; the Tudor; the Elizabethan or Mary Stuart of 1558-1600, leading to the days of Henry IV and 1600 and following Stuart conceptions; Watteau, the painter, and Louis XIV panier or looped skirts of the 17th century; Dolly Varden or Louis XV of 1710-74; the gorgeous and bouffant mode, the polonaise and the flounces, of Marie Antoinette and Louis XVI of 1780-90, and of Louis XVII; the romantic American colonial period of 1620-30, with its quaint Puritan capes, flaring collars and cuffs; the revolution of '76. These are only a few of the many influences brought to bear upon modern dress for women.

Some of the others are the Directoire of the French Directory years, 1795-1800, with the reversion to the classic (Grecian) type; the French revolutionary periods of 1789-1802, 1830 and 1846; the short waist and somewhat more practical features of the First and Second Empires of Napoleon I and III, 1804-52, and of Eugenie, consort of the first Napoleon, during which time French and English fashions were much alike; the ruffles of early 19th century; the early and extreme stages of the crinoline and bustle, 1855-62; the "Grecian bend" and the panniers of the late '70's; the demure Victorian, particularly of the 80's.

Persia, Assyria, Balkans, Spain and other nations, kings, queens, poets, painters, religion, peace, war, all exert influence and are forever being recreated to live their days over again. But so broad and everlasting is the subject, this can only hint of its scope. Suffice to say, however,

that the display man who aspires to a higher knowledge of his calling must for many reasons be able to grasp the general trend of past endeavors, applying his brains to the essence of the genius of other ages, left for our heritage. And now comes a word about materials, accessories and decorations used in draping today.

For day wear wool, silks, crepes, pongees, gingham, organdies, novelties, etc., are all in order—season permitting. For evening wear most careful judgment must be exercised, both in regard to style theme and extent to which one wishes to pursue it. Sheer and heavy satins and silk, plain and ornate; velvets; chiffon velvets; all-over brocades; metal cloths; silk and metal laces and scarfs; tulle and silk nets; chiffons; embroideries; soutache; tinsel ribbons; bands; flouncings; furs; feathers; artificial flowers in many forms; strings and straps of iridescent beads, etc.; brooches; jewels and paste; gold, silver, sequin, jet; tassels and other decoratives are used for the most part.

Close attention must be given to accessories—the ornaments, headwear, trinkets, gloves, hose, footwear, etc., that the complete ensemble may be in perfect harmony. For instance, that oxfords or soiled pumps are not placed with evening wear; winter coats with pumps; if petticoats are used they must not show below skirts. It's often the little things that make or mar. Be perfect in the little things.

Ten drapes followed, showing various period tendencies, evening wear, afternoon frocks, suits, street coats and opera capes, and these former the basis for suggestions for others.



Expert

draftsmanship and technique are marked qualities in the design and finish of a Mac-Morris decoration. :: :: ::

Our prices are right and our product is equal to anything on the market today in decorative window settings and novelty paintings of all kinds. ::

Get our designers' ideas in your windows.
WRITE TODAY

The Mac-Morris Art Co.
33 N. Hazel St. :: Youngstown, Ohio



Now Is the Time

to make the most attractive display of infants' dresses, caps and coats. Make your displays talk by showing your goods on life size wonderfully beautiful Kestner dolls in 1, 2, 3, and 4-year sizes in Blond, Tuscan, and Brunettes. Prices from \$15.00 to \$40.00 each. Wire orders. You'll be delighted.

Established 1888

1146 Broadway
at 27th St.

FRANKEL
DISPLAY FIXTURE COMPANY, NEW YORK

Phone
Madison Square
1490

Put the Esterbrook Speed Pen

squarely on the paper—*flat*—It works best that way — Supports the hand — Rests the arm and permits long, sweeping strokes.
You get best results from a single surface coated board — and an Esterbrook Speed Pen.
Get a sample dozen assorted sizes, \$1.00. Watch your work improve. Note the greater output—and then use
Esterbrook Speed Pens ALL the time

THE ESTERBROOK PEN MFG. CO.
90-100 DELAWARE AVENUE CAMDEN, N. J.

Special Cardboard Sale

While 30,000 sheets last, we offer 4-ply, 2-side, colored railroad cardboard at

\$7.00 per Hundred Sheets
SIZE 22 x 28
F. O. B. Chicago

LESS THAN 100 SHEETS 8c PER SHEET

No charge for packing

Make up your order from the following colors in stock:

PEARL	PRIMROSE	BLUE	INDIA
BUFF	CORAL	ORANGE	BLACK
VIOLET	GREEN	AZURE	RED

This is the season for colored cardboard and "the day we get your order is the day it starts to you."

EXTRA SPECIAL

Regular White Cardboard

Size, 22 x 28

	Per 100 sheets	Per sheet
6-ply, coated one side.....	\$7.00,	less lots, \$0.08
6-ply, coated two sides.....	7.50,	less lots, .08½
8-ply, coated one side.....	8.00,	less lots, .09
8-ply, coated two sides.....	8.50,	less lots, .09½

No charge for packing

WALLBRUNN, KLING & CO.

327 South Clark Street

Chicago, Illinois

Please mention MERCHANTS RECORD AND SHOW WINDOW when ordering.

Who's Who in the Profession

J. B. Schooler

Davidson Bros. Co., Sioux City, Iowa

WORKING up from the bottom is not always a speedy performance but it has the advantage of being a reasonably sure way of reaching the upper end of the display ladder if a man has natural ability and is not afraid of hard work. J. B. Schooler attributes his present position to that method of progression. He has been in the display game for eighteen years during which he has worked hard for every advancement and has spent much time in the serious study of the methods used by the big men in window display. Part of his



J. B. SCHOOLER

study has been from first hand observation of big displaymen at work in their windows and the rest has been done with the help of every available book or journal dealing with any phase of mercantile display.

Mr. Schooler started out as a fixture boy and helper in the window display department of Sibley, Lindsay & Curr Co. of Rochester, N. Y. This is a good store for any youngster to lay the foundation of his window display education. It is a high class establishment and the windows are handled in a systematic and businesslike manner that gets results. Mr. Schooler remained with Sibley, Lindsay & Curr Co. until he had mastered the intricacies of window display sufficiently to start out on his own hook and left to take charge of the windows of E. W. Edwards & Son in the same city. He remained with this store until he felt the need of a bigger store and metropolitan training to round out his experience.

With that in view, he went to Chicago, where he secured a berth as assistant to J. E. Tannehill in the windows of Carson, Pirie, Scott & Co. on State street. Here Mr. Schooler had an opportunity to work with one of the cleverest displaymen in America and one who has always been more than willing to help his assistants in every way possible. He further had a chance for the unlimited observation of the work of all the other State street displaymen. This in itself is a liberal education for a man who is naturally a student and anxious to learn.

Mr. Schooler now is display manager for Davidson Bros. Co., Sioux City, Iowa, a position he has held for a number of years. This is the largest store in the state and has 500 feet of show windows which, together with all of the interior display, keeps the displayman on the jump. Readers of Merchants Record and Show Window are familiar with the excellent display work Mr. Schooler is doing for this big store.

Personals

FIRST prize for the best float in the parade during the Great Northwest Texas District Fair was won by A. B. Chambers, display manager for the Carter-Houston Dry Goods Company, Plainview, Texas.

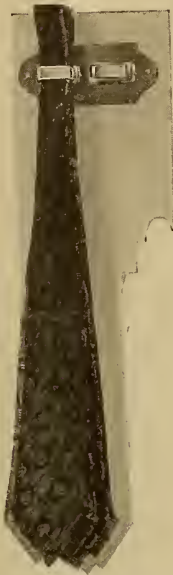
EDD. M. JOHNSTON, formerly with the display department of the Bernhart store in Columbus, Ohio, now occupies a similar position with D. I. Brosseau Company, Chester, Pa. The Brosseau store is outfitter to women and children.

W GUY WARNER now occupies the position as first assistant to Mr. Mack, display manager for Crowley, Milner & Co., Detroit. Prior to making the change Mr. Warner had handled the displays of the Detroit City Gas Co., and was at one time connected with the display department of the J. L. Hudson Co. of that city.

HARVEY C. PETTIT, of J. W. Robinson Co., Los Angeles, Calif., was recently in Chicago, where he placed an order for new window display equipment. Mr. Pettit selected a splendid lot of high-class wood display fixtures in period design that will add much to the attractiveness of the Robinson windows.

R. O. MITCHELL who was formerly with the E. C. Minas Company in Hammond, Ind., but who for the past three years has been located in Colorado Springs, has assumed charge of the publicity department for the Boston Store Dry Goods Company of Fort Smith, Ark. Mr. Mitchell has charge of the window displays, show cards and advertising, with Lester Vance on the windows, Claude J. Dry on the multigraph work, and Miss Vera Thompson on the advertising.

A Practical Christmas Number For Men



The Onli-Wa Tie Rack should be used in every man's room, so that he can handle his ties and keep them in better condition.

A Gift at a popular price.

The one shown in cut sells for \$1.00 costs \$7.00 dozen. Also made with three holders to sell for \$1.50, cost \$12.00 dozen.

Boxed one in a box—Mahogany, Ivory and Natural Finishes.

A fine show card with each one-half dozen. Order your supply NOW.

The Onli-Wa Fixture Co.

Dayton, Ohio

Originators and Manufacturers of Our Fixtures

Watch St. Paul in 1921—Let's Go!



No. 44861 — Holly Wreath, natural prepared, everlasting, 16 inches diameter with red bow, each, \$1.50; per doz, \$12.00.

If this wreath lasts only twenty years, cost will be 5c per year and not \$1.00 each year, for inferior goods.



No. 44767 — 10-Palm Plant, natural prepared, everlasting,

With-
Inches Palm With out
High Leaves Pot Pot

44767/4	24	4	\$1.10	\$0.60
44767/5	30	5	1.25	0.75
44767/7	42	7	2.50	2.00
44767/10	48	10	3.00	2.50

Be ahead of your slow competitor and brighten your window and interior with everlasting flowers and plants.

Our illustrated catalogue in colors, No. 44, will assist you in selecting. Same is free for the asking.

Frank Netschert

61 Barclay St.,

New York



Case No. 421

There are many good makes of display cases on the market, but we believe you will be especially interested in the "Silent Salesman" line, for it incorporates features that years have proved valuable.

Case No. 421, shown here, is of the all-glass construction. The heavy plates of glass are joined by a patented cemented method which makes the joints dust-tight. From top to bottom this case is truly the work of master craftsmen. May we send you full description, or the general catalog?

Detroit Show Case Co.

477 Fort St., W.

Detroit, Mich.

Also makers of "Desco" store front construction

Silent Salesman
TRADE MARK

Display Fixtures DeLuxe

The most beautiful line of wood display fixtures ever produced will be shown in our booth at the National Shoe Retailers Convention, Milwaukee, January 10, 11, 12, and 13.

This is our new 1921 line, and we have introduced a number of new ideas that will please you. In addition to our exclusive, artistic designs, you will find our workmanship and finish perfect.

If you cannot attend the Milwaukee convention, write us about our new 1921 line.

The Decorative Fixture Co.
1600 S. Jefferson St., Chicago

For Our Advertisers

Free Course in Cardwriting

Every show card writer and most displaymen will be interested in the unusual offer that is being made by the Nobema Products Corporation of Pleasantville, New York. This firm manufactures a special line of colors for card writers, scene painters and others. These colors are warranted by the makers to be equal to or better than any others on the market. Some of the claims made for Nobema Colors are as follows: They are made from pigments and are not aniline dyes like some so-called show card inks. They do not dry quickly in the bottle when left open; will not fade.

Nobema Colors are made by a special process which renders them especially desirable for show card writing, making stencil designs, painting background designs and for general art work. They are made in a dozen or more colors, including black, white and gold. All of them may be used with equal facility with pen, brush or air brush, and all of them are guaranteed to give perfect satisfaction.

In order to place Nobema Colors before card writers and display men a complete correspondence course in show card writing is offered free with an assortment of colors. The show card course consists of thirty-two lessons that have been prepared by one of the best known card writers in the country. This is not merely a collection of show cards but a real course of instruction.

The assortment of Nobema Colors and correspondence course in card writing are being sent out with the guarantee that if both are not entirely as represented and satisfactory in all respects, the money will be refunded without argument.



D. R. Mowerson Joins Barlow-Kimnet Co.

There are few men better or more widely known to the displaymen of this country than D. R. Mowerson. His long service in the Display Equipment business has made him familiar not only with the intricacies of production, but with the needs of the displayman and the retail merchant. Many a displayman can recall the cordial co-operation and helpfulness which Mr. Mowerson has given him. His broad experience and knowledge of the business places him in the front rank among Display Equipment men. In taking up his new position he will be salesmanager.

Mr. Mowerson was for a great many years connected with a leading firm in the fixture industry. In going over to the Barlow-Kimnet Co., and joining forces with them, Mr. Mowerson feels that he will find a still broader field of usefulness in the selling of high class Display Equipment. He will take up his new duties beginning December 1st, with the Barlow-Kimnet Co. The most cordial good wishes of his host of friends will accompany him.



Mr. Monahan in California

F. J. Monahan, who is connected with the sales force of L. Baumann & Co., is in California on a visit of combined business and pleasure. Mr. Monahan has a wide circle of friends among displaymen, and will have an opportunity of calling upon many of his western acquaintances during the next few weeks, which will be spent in touring California.

Handsome Permanent Backgrounds

The permanent background of hardwood for the show window is now regarded as a matter of course by practically every merchant and displayman. A few years ago such an installation was looked upon as too expensive by the smaller retailers, but time and experience have shown that a handsome, permanent background is an excellent investment that soon pays for itself. This is particularly true in lines such as men's or women's ready-to-wear, furnishings, shoes, etc. Such a background is a window setting in itself and the merchandise shown in front of it are materially enhanced.

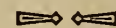
During the past year a great number of stores in the outlying shopping districts of Chicago have had their windows fitted with high-class backgrounds. Recently the Cicero Hub, 5625 West Twenty-second street, and The Vogue, 2657 West Division street, Chicago, have had installed unusually handsome backgrounds in a somewhat similar design. Both of them are constructed of gumwood, finished in imitation of walnut. This wood, while comparatively inexpensive, takes a walnut finish so well that it is impossible for any but an expert to tell the difference. The effect is remarkably pleasing.

The backgrounds for both of these stores were designed and built by the Decorators Supply Co. in the Adam style. This firm also furnished modern wood display fixtures for the two stores mentioned. The Decorators Supply Co. has a highly specialized department for the building of backgrounds. Designers of exceptional ability prepare the plans which are carried out by a capable force of cabinet makers and wood workers, using the most modern machinery. This insures not only pleasing designs but the most accurate workmanship and perfect finish. Catalog "W," recently issued by this firm, shows a number of attractive designs in permanent backgrounds as well as a great variety of display fixtures adapted to the proper showing of all classes of merchandise. This interesting catalog will be sent upon receipt of request. The address is Archer avenue and Leo street, Chicago.



New Ideas for the Show Window

M. F. Hecht, of the Hecht Fixture Company, Chicago, is in New York for the purpose of buying new novelties in materials and trimmings for the window rug, drapery and valance departments. This feature of the business has grown to such proportions that this firm is justified in going after the best things in the market for the purpose of pleasing a most fastidious trade on this class of products. While in the east Mr. Hecht will make his headquarters at the New York show room at 65-67 East Twelfth street.



One Year Old

The Modern Artificial Flower Co., 840 North Avenue, Chicago, recently celebrated its first anniversary. The members of the firm are highly gratified with the results of their first year's business which has far exceeded all expectations. A most satisfactory business was handled last year and there is every present indication that 1921 will prove equally satisfactory.

This firm entered the artificial flower field under unusually favorable circumstances as all of the members of the organization are thoroughly experienced in this line. A. J. Abrams and Harry Green are practical flowermen and have a wide circle of friends and acquaintances among displaymen having spent years with other well known flower houses prior to entering the game on their own account. Arthur Caplett, the production member of the firm is an expert factory man and is thoroughly versed

The Sensation of State Street!

Illuminated Parchment Screens

Originated and Executed by

THE CRAFTSMAN SHOPS

Designers and
manufacturers of
exclusive store
and window fur-
nishings.

Order for Spring now, or write for detail information relative to this beautiful and dignified innovation in window display.

THE CRAFTSMAN SHOPS 113-117 Wisconsin Street, Milwaukee, Wis.

A Strong Color Scheme for White Sale Displays

Liven up your January windows with a snappy color scheme that will catch the eye. Our

Beach Cloth

will help you. It is a striking art drapery fabric in fine color combinations. Checks or wide stripes in green, blue, brown or black combined with natural. Border of this ad is about one-third size.

We carry a big line of
Art Fabrics of All Kinds
Send for samples.

ELMS & SELLON
906 Broadway New York
309 W. Adams St., Chicago
52 Chauncey St., Boston
2 N. 11th St., Philadelphia
742 Market St., San Francisco

Show Card Writers know what is required for making attractive signs, cards, price tickets, etc., and that is why most of them use



DEVOE

Show Card

Colors

Brushes

and other
materials

Actual size of 2-oz. jar

Send for Color Cards and other information

Ask dealers for Devoe goods, or

DEVOE & RAYNOLDS CO., INC.

New York
Buffalo

Chicago
Denver

Kansas City
Minneapolis

New Orleans
Cincinnati

You can do better work with a PAASCHE



Every displayman
needs a PAASCHE
Model "D" Air Brush

This simple and highly efficient tool is a practical necessity in display man's equipment. It enables him to get better results at a greater saving of time and effort.

The famous "3-in-1" is easy to use and keep clean. Thousands of them are in daily use by leading display men and showcard writers.

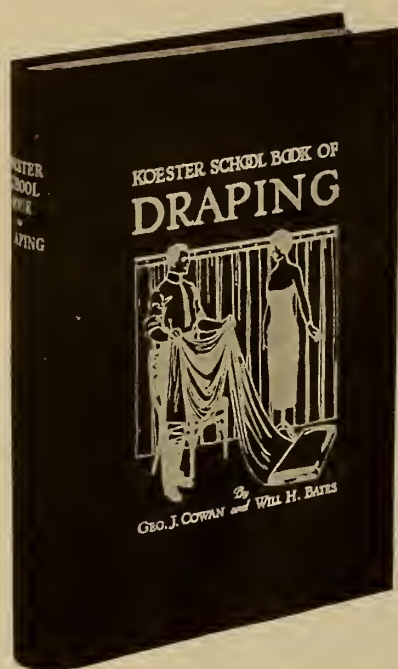
Send for our latest catalog—it is full of clever ideas that you can use.

Paasche Air Brush Co.

1229 Washington Blvd.
CHICAGO



Beautiful effects are easy with a PAASCHE.



The New Edition of This Book Is Ready to Ship

The entire stock of "The Koester School Book of Draping" was destroyed by fire early in the year. This necessitated printing an entirely new edition. This enabled us to bring the book strictly up to date with all the very latest drapes.

Draping Is the Most Important Branch of Window Trimming

and to be expert in draping, it is necessary to make a study of it all the time, in order to keep in touch with changing styles, fabrics, etc.

This book is in reality a *History of Draping* and will bring to you practically all draping information known up to the present time.

This book was made possible by combining all the cuts and articles on draping that have appeared in the *Merchants' Record* and *Show Window*, the *Window Trimming Monthly* of the *Dry Goods Reporter*, the book "The Koester System of Draping," and all the new drapes made by the Koester School since the publication of the above-mentioned book.

Over 500 pages, printed on finest calendered stock, with over 1,000 illustrations, bound in handsome de luxe cloth.

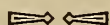
Sent postpaid for \$4.00.

The Merchants Record Co.

5707 W. Lake St., Chicago

in every detail of designing and manufacturing. This makes an excellent combination which is well qualified to cater to the needs of displaymen.

A new catalog in full color is now in the hands of the printer and will be ready for mailing about January 15. This will be one of the most interesting artificial flower catalogs ever published and it is suggested that display men write for it now to insure receiving a copy as soon as it is printed.



Notable Decorations

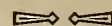
The Craftsman Shops of Milwaukee has been installing some notable window decorations for the Christmas season. One series of windows built by this firm has attracted particular attention as an exceptionally beautiful and appropriate treatment of a holiday front, is that of the Hub clothing store on State street, Chicago.

The Hub windows, of which there are a number are a modified Gothic in design and the artist who designed them has secured a wonderfully satisfactory combination of pure architectural lines and translucent paintings on parchment showing conventional treatment of holly and poinsettias. The setting is strikingly original in its treatment and carried out in perfect harmony. These backgrounds may be said to set a new style in window decoration.

This firm is winning an enviable reputation for the originality and exceptional merit of its work which during the past few months has attracted much notice among discriminating displaymen and merchants. This applies not only to decorations but to fixtures and window and store equipment of various kinds. Connected with the

firm are a number of artists of training and ability who have made a special study of the requirements and possibilities of the application of the highest principles of decoration to the store window and interior.

The Craftsman Shops are now showing original conceptions in backgrounds, window and store fixtures, draperies, floor coverings, etc. While much of the output of this house is in the form of original designs, built to order, many articles are carried in stock and can be supplied without delay. Sketches or photographs are submitted to interested parties and it is suggested that those looking for window decorations or equipment of an unusual character, get in touch with this house without delay. The address is the Craftsman Shops, 113-117 Wisconsin street, Milwaukee, Wis.



A Correction

IN the November issue of this journal there appeared on page 32 an attractive shirt display which, through an error, was credited to a firm in Dayton, Ohio. The window in question was that of the O'Brien-Jobst Company, of Peoria, Ill., and the display was designed and installed by W. J. Randolph, display manager for that firm. As the unusually clever display work of Mr. Randolph is quite familiar to our readers it is unlikely that many were deceived by this error.



SHOW CARDS and price tickets will be in unusual demand during the next few weeks. Prices will be an important factor in retailing and the card writer will be called upon to speed up to the limit.

\$100,000.00 WASTED

Last year by display men on ruined shirts and laundry costs. *How much did it cost you?*

The use of shirts on clothing display forms is no longer necessary; the HATCH METAL NECKBAND and a small piece of material, 12x18, gives you the same effect in less time at a saving that can hardly be estimated.

\$12
per
doz.



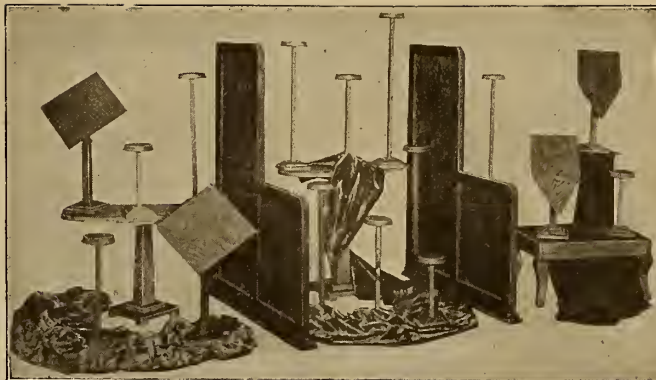
\$135
per
grs.

The selling appeal of many a well displayed suit is lost when shown over a faded, soiled or cheap appearing shirt; use the best materials in small pieces, at a cost of a few cents.

Neckband Adjustable to All Size Collars and Forms

Hatch Metal Neckband Co.

Detroit, Mich. 275 Jefferson Ave., East
Single band sent as sample if desired.



Improve Your Windows

Bigger Sales—Better Prices
More Profit

come naturally with

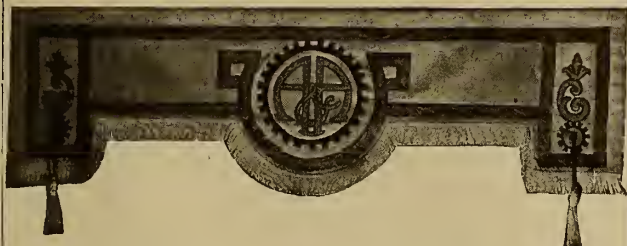
BETTER WINDOW DISPLAYS

Send for our Fixture Catalog. It's free to Merchants

Artistic Wood Turning Works

Formerly Polay Fixture Service

515 N. Halsted St., Chicago.



KICHLER VALANCES

Have a distinction and individuality of their own. They are designed to satisfy the demands of particular merchants and display men.

If you are looking for exclusiveness, novelty and beauty combined with moderate price, you will find it in any Kichler Valance you may select.

If you know the kind of design you want, send us a sketch and we will reproduce your ideas accurately.

If you are uncertain as to a suitable design, we will be pleased to submit colored drawings based upon any suggestions you may make.

You will be particularly pleased with our treatment of monograms and trade-marks.

Send for our catalog

The L. A. Kichler Co.

717 Lakeside Ave. N.W. Cleveland, O.



JANUARY SALES

windows will bring you better results if you brighten them up with

Mutual Flowers. We have a fine line of original designs adapted to white sale displays. They are inexpensive but effective.

If you are going to put on a Palm Beach exhibit, we have a wonderful line of high class decorations suitable for your windows and interior.

Write for Our Catalog

Mutual Flower Company

82 West Third St.

NEW YORK

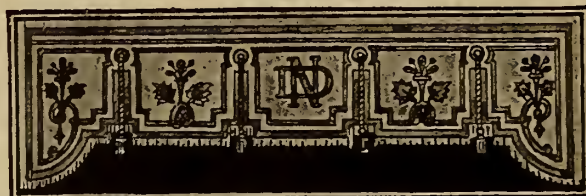
**Last
Call for
Christmas**

Get your WINDOW
DECORATIONS now, or
you will be too late for
your share of this business.

*Send for our latest
catalogues*

**DOTY & SCRIMGEOUR
SALES CO., INC.**

**30 Reade Street
New York**



Madeco Maid VALANCES, Panels

Plushes, Drape Shades give your Store Windows a finished look!
Stock Patterns and Individual Designs

*At leading Dept. Stores, or write for name of
nearest Dealer, and Catalog.*

NATIONAL DECORATIVE CO.

510 Federal Street

Camden, N. J.

MAKE YOUR OWN SHOW CARDS

and display signs. Attractive and striking signs are *silent salesmen*. They work all the time without pay. Get our easy and complete method of Show Card and Sign Writing. Anyone can use it. FREE if you buy our special assortment of Nobema Ready to Use Colors. Write for particulars.

NOBEMA PRODUCTS CORPORATION

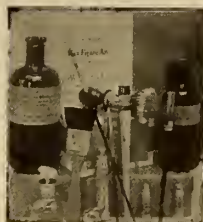
Box 356

Pleasantville, N. Y.

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same doll finish as when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
No. 2 outfit will clean and refinish 200 forms. 2.50
No. 3 outfit will clean and refinish 300 forms. 3.50
No. 4 outfit will clean and refinish 500 forms. 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

16 ounces net weight. Price.....\$1.25
16 ounces net weight. Price..... 1.75
32 ounces net weight. Price..... 2.50
48 ounces net weight. Price..... 3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets, \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.

**D I E T Z
Distinctive
Decorations**

Our line of exclusive decorations for Palm Beach exhibits is wonderfully complete, and we are preparing for the coming spring season a splendid line of new specialties that is the best we have ever shown.

We will be glad to have a representative call upon you. Write us.

E. C. DIETZ

219 E. 34th Street

New York

More Talks by the Old Storekeeper

256 PAGES
4 1/2 x 7 in.

New Book by Frank Farrington

These new talks are better than the first set and more valuable to the merchant. This book is worth a hundred dollars to any merchant who is looking for ways to develop his business.

SYNOPSIS OF CONTENTS

Those Well Order Houses	The Travelling Man
Something About Clerks	A New Competitor Opens
How Retail Advertising Pays	A Customer's Point of View
The Clothes You Wear	How to Have Good Clerks
Handling the Money	Getting the Business Back
Special Newspaper Advertising	Using the Windows
Delivering the Goods	Developing the High Class Trade
The Dealer's Best Help	Sell-Selling Goods

21 Full Page Illustrations. Bound in Cloth

Price, postpaid only \$1.00. Your money back if you want it.

MERCHANTS RECORD & SHOW WINDOW
431 So. Dearborn St. CHICAGO



Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

When ordering ELCO BUTTERFLIES for spring display, be sure to call for "Bird-Wings." Largest butterflies in the world, 6 to 12 inches. Black, with brilliant blue and greens. S. C. Carpenter, 62 South Whitney St., Hartford, Conn.

WESTERN POSITIONS open for window trimmers and card writers, also salesmen experienced in mercantile lines, attractive salaries. Write Business Men's Clearing House, Denver, Colo.

DISPLAY MANAGERS! Glass Fruit—Something New! Like the real Fruit. Grapes, Peaches, Apples, Crabapples, Apricots, Plums, Cherries, any color, \$5.00 for fine line of samples. Baskets, Dining Room Fruit Frames, Plaques, Electric Fruit Baskets made to order. Fine for decoration. Agents make big money. Send for Wholesale Price List. A. W. Ayers Glass Fruit Works, Box 1324, Wichita Falls, Texas.

WANTED—By one of the largest Men's and Women's Ready-to-Wear Stores in Alabama, a high class, experienced window trimmer and card writer. Prefer one experienced in Advertising. In making application, state experience, names of former employers, and salary expected. Also furnish photographs of some of your windows and copies of your advertising in case you do advertising work. Box 86, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 W. Lake St., Chicago, Ill.

WANTED—A window decorator and card writer; one with the knowledge of advertising. Must come well recommended. State experience and salary expected. Position open January the 1st. CENTRAL HARDWARE COMPANY, INC., Alexandria, Louisiana.

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST. CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS



E.J. BOYLE & BROS.

Manufacturer
and Jobber

Show Window Fixtures
Back Grounds
Artificial Flowers
Card Writers' Supplies

29 W. Maryland St.
INDIANAPOLIS

Index To Advertisers

American Lithograph Co..... 64
Art Window Shade Co..... 64
Artistic Wood Turning Works..... 61

Barlow-Kimnet Co.....Inside Front Cover
Baumann, L., & Company..... 11
Bodine-Spanjer Co. 9
Book of Draping..... 60
Botanical Decorating Co.....Inside Back Cover
Boyle, E. J., & Bro..... 63
Butcher, L. O., & Bro..... 63

Compo-Board Company 2
Contents, Editorial 1
Craftsman Shops, The..... 59
Curtis-Leger Fixture Company.....Back Cover

Daily, Bert L..... 53
Decorative Fixture Co..... 57
Decorators Supply Co..... 5
Detroit School of Lettering..... 51
Detroit Show Case Co 57
DeVoe & Reynolds Co., Inc..... 59
Dietz, E. C..... 62
Display Manager's Hand Book of Decorations.. 6, 7
Doty & Scrimgeour Sales Co..... 62

Elms & Sellon..... 59
Esterbrook Pen Manufacturing Company..... 55

Feldman, L. A., Fixture Co..... 11
Frankel Display Fixture Co..... 55

Harrisburg Wax Figure Renovating Co..... 62
Hatch Metal Neckband Co..... 61
Hunt-Crawford Co. 9

Imans, Pierre 8

Kawneer Mfg. Co..... 3
Kichler, L. A., Co..... 61
Koester School, The..... 47

Lyons, Hugh & Co..... 2

Mac-Morris Art Co..... 55
Melzer, S. M., Co. 64
Modern Artificial Flower Co..... 8
Modern Art Studios..... 8
Mutual Flower Co..... 61

National Decorative Co., Inc..... 62
Netschert, Frank 57
Newcomb, E. R..... 64
Nobema Co. 62

Onken, Oscar, Co..... 64
Onli-Wa Fixture Co..... 57

Paasche Air Brush Co..... 59
Palmenberg's, J. R., Sons, Inc..... 49
Pittsburgh Reflector and Illuminating Co..... 53

Rauch, F. A., Co..... 63

Schack Artificial Flower Co..... 4
Show Window Backgrounds..... 10
Successful Retail Advertising..... 10

Timberlake, J. B., & Sons..... 64

Walbrunn, Kling & Co..... 55
Wants, For Sale, etc..... 63
Welch-Wilmarth Companies 12
Window Decorative Works..... 64
Woodruff, D. W., & Co..... 64



HARDWOOD FLOORS For Your Show Windows

Any carpenter can lay these floors perfectly at a small cost. Leading stores throughout the country have installed our beautiful hardwood floors. Send for our handsomely colored catalog.

E. R. NEWCOMB
Telephone Harrison 7303
730 S. Wabash Ave. Chicago

BETTER DISPLAY FIXTURES

MANUFACTURED BY
D. W. WOODRUFF AND COMPANY



*Perfect
Equipment
Perfect
Service*

Send for Folder
860 Howard St.,
San Francisco, Cal.

S. M. MELZER CO.

Manufacturers of

Display
Fixtures
Show
Forms



Wax
Figures
Brass
Railings

915 Filbert Street Philadelphia, Pa.



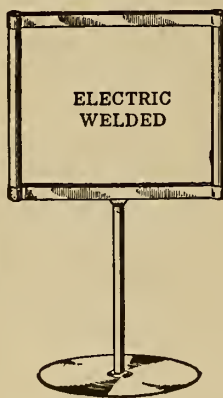
Creators of the Newest Ideas in

Valances and Panels

French Drape Valance a Specialty

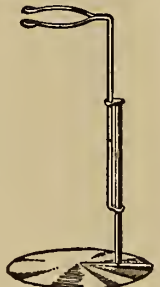
Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO



ELECTRIC
WELDED

Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.
No. 690

Make Your Show Windows Pay Your Rent



Our Line of
Period
Display
Fixtures
Will Help
You Make
Effective
Window
Displays

Many Sales Are Made on the Sidewalk
New Catalogue No. 93 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.



ONYX PAPER

A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK



Valances and Shades

To Your Order for Your Fall Windows

We are specialists in French Puffed Shades and can offer exceptional values in this line. Send for our new catalog.

ART WINDOW SHADE CO.

2838 Broadway CHICAGO

To the Displaymen of the United States and Canada:

We wish to you all a very Merry Christmas and a New Year that will bring to you and yours good cheer and abounding prosperity.

To the International Association of Display Men:

With the beginning of another year of opportunity, we wish to congratulate you upon the big things you have done in the year that is closing.

With our appreciation of what you have done in the past, we tender to you our best wishes for the success of your work in the New Year that is coming.

To B. J. Millward, H. E. Bartlett, R. B. Meyers, W. H. Hinks, W. E. Curtis, Committeemen of the I. A. D. M. in the Twin Cities, and those who are helping them, we wish unbounded success in the efforts they are exerting to make the St. Paul Convention the greatest meeting in the history of the Association.

The Botanical Decorating Co.

Manufacturers and Importers of Super-Artificial Flowers and Decorations. Designers and Builders of Super-Window Furniture

208 West Adams Street

- - - CHICAGO

Winter Display Equipment



COLLARETTE FORM NO. 12

An enameled papier mache collarette form mounted on a LOUIS XVI period wood base with wide shoulders and a long rounded front.

Can be furnished with jersey or velveteen. Mounted on metal or any style wood base.



COLLARETTE FORM NO. 10

An enameled papier mache collarette form with wide shoulders and a long, narrow front. Especially good for displaying laces, collars, fichus, etc.

Can also be furnished with jersey or velveteen and mounted on metal or any style wood base.

TRUE TO LIFE

Our steadfast ambition in making wax heads and forms has been to make our product an exact reproduction of the original live model. No pains or expenses have been spared in order to realize this ambition. That we have succeeded is conclusively proved by the growing demand and popularity of our wax products.

The wax used is of a secret combination that is the result of years of experimentations and trials. We now have a wax that is absolutely the best on the market; it can stand great ranges of heat and cold, does not crack or open up, does not hold heat and will not droop or sag.

"Make Your Windows a Temptation"

Curtis-Leger Fixture Co.

Est. 1869

237 W. Jackson Blvd., Chicago, Ill.

Send information and prices on—

☐ Wax Figures

☐ Papier Mache Forms

☐ Valan.es

MAIL THIS COUPON

Name

Address

Town

State



SMITHSONIAN INSTITUTION LIBRARIES



3 9088 01304 1215